

# CURIOS

CATALOG NO. 86

**BIG**  
NEW BOOK OF  
PERFUMES-INCENSE  
NOVELTIES-CURIOS  
JEWELRY



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# AMAZING NEW BOOK FOR YOU to READ

## The MAGIC FORMULA FOR SUCCESSFUL PRAYING

HIGHLY ILLUSTRATED

The Magic Formula for Successful Prayer



By MIKHAIL STRABO

PRICE, \$2.00

BARGAIN PRICE

\$1.00

MILLIONS of people everywhere have faith in the wonderful and tremendous POWER OF PRAYER. If you have faith. If you believe, If you are willing to put your trust in Prayer, you may be the one that would be interested in reading this Book. The author states as follows: In these words, handed down to us from the Master, is the Magic Formula for Successful Prayer. The author also states that if you expect to be entertained or amused, his best advice is that you Read no further, but to lay this book aside, for there will be no joy in it for you. But if you have faith; if you believe in the Divinity of Human-kind; if you believe in the joys of life Eternal; if the Celestial symphony sings in your heart, READ ON.

### A PARTIAL LIST OF THE CONTENTS

When to Pray  
How to Live Your Prayers  
What to Pray for  
Where to Pray  
How to Pray  
The Magic Formulas for Health Through Prayer  
For Success Through Prayer  
For Overcoming Fear Through Prayer  
For Getting Money Through Prayer  
For Obtaining Work Through Prayer

For Influencing Others Through Prayer  
How to Thank GOD  
The Use of Symbols in Successful Prayer  
The Use of Candles in Successful Prayer  
The Use of Seals and Talisman in Successful Prayer  
The Mystery of The Ancient Abracadabra  
The Talisman of High Destiny and Power  
A Word About What Men Call Luck  
And Many More Interesting and Informative Details.

This may be the Book you have always wanted. It may be that you need only to reach for this Knowledge and it may be yours forever. We assume no responsibility for claims or statements made by the author, but only give his version. These steps that the author outlines are written in simple everyday language. Written for everyone to understand. You can follow them. You can become a Teacher of others. Start today... Practice the Magic Formula for Successful Prayer. Start today.

\$1.00

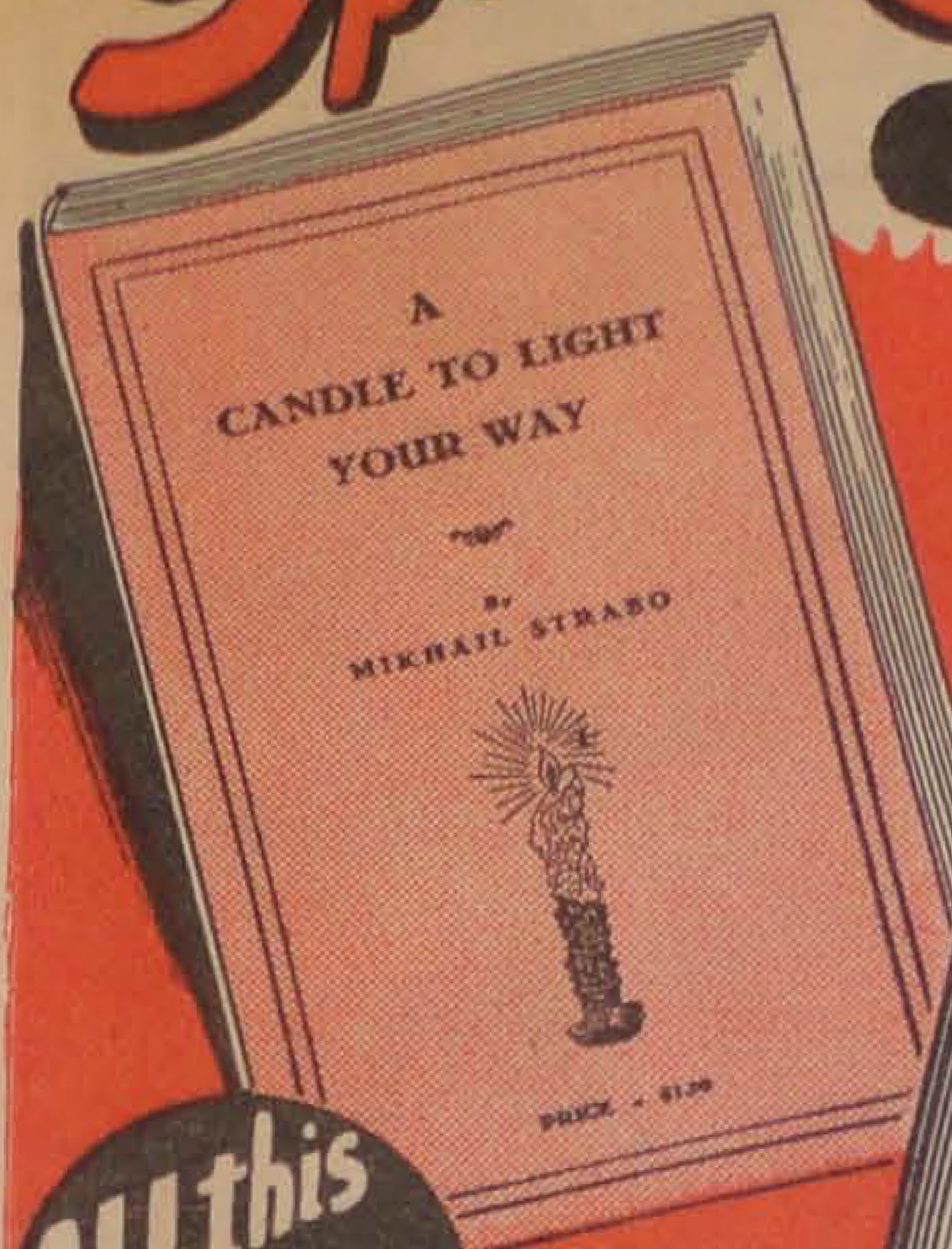
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## A CANDLE TO LIGHT YOUR WAY

### THIS BOOK TELLS ABOUT

Reciting the Lord's Prayer by the light of four pure white Candles; CANDLE COLORS such as White for Purity, Red for Love, Gold for Luck and many other colors too numerous to mention here; Preparing an Altar; Incense on the Altar; Dressing the Candles; Arrangement of Candles; Lighting the Candles; A Sacred Octave for HIGH POWER, for Winning the Love of Another, for Health, for ATTRACTING Others, for Happiness, for Luck; Candle Devotions; Night Lights; 7-Day Ritual; Holy Novenas; St. Anthony Candles; Sacred Heart Candles. Candle Beliefs; Superstition in the use of Seals with BURNING CANDLES; the Use of Oils; Fortune-Telling by means of Candles. We assume no responsibility for statements or claims made by the author, but only give his versions. Buy this Candle Book now and get TWO Black Cat Candles and GO-BO Number Candle together with MO-JO Wick Anointing Oil. BIG BARGAIN.



Order now.  
No. A-591.  
Price Only \$1.25

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## OUTFIT CONTAINS

- 1 Book, A CANDLE TO LIGHT YOUR WAY..... Value \$1.00
- 2 BLACK CAT Candles..... Value .50
- 1 GO-BO NUMBER Candle... Value .50
- 1 WICK ANOINTING OIL... Value .50

BARGAIN

Total Value \$2.50  
You Pay Only \$1.50

### GO-BO NUMBER CANDLE INCLUDED IN THIS OUTFIT.

Something new. Light your GO-BO Candle. Then hold slip of paper that comes with each Candle over Candle Flame. NUMBERS appear almost like magic. Numbers come out right before your eyes. We make no claim that this Number is of any value and furnish to you only for amusement.





# new! BLACK CAT CURIO OUTFIT

with **FREE** of extra cost  
GENUINE CAT TAIL

the **WHOLE OUTFIT** for \$1.49

## THIS OUTFIT CONTAINS

- 1 Magnetic Lodestone Value 50c
- 1 High John The Conqueror Root Value 50c
- 1 Black Cat Candle Value 25c
- 1 Black Cat Oil Value 50c
- 1 Black Cat Curio Value 50c
- 1 Genuine Cat Tail Value 75c
- TOTAL VALUE \$3.00**

ALL FOR

**\$1.49**

**BARGAIN**

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There are many people who are interested in **GOOD LUCK** and it is a well known fact that **LODESTONE** has been carried by many because they believe it would bring **GOOD LUCK** and Success. **High John The Conqueror Root** has been used also as a **Luck Piece** or a **Luck Root**. Candles have been burned by **Spiritualists**, Voodoos and many people for Religious purposes and for **LUCK** purposes. The alledged **Lucky Cat** has often been referred to as a symbol of **Good Luck**. We have assembled together a very fine piece of Magnetic **LODESTONE**, **High John The Conqueror Root**, **Black Cat brand Candles**, **Black Cat brand Oil**, **Black Cat Curio** and **Genuine CAT TAIL**.

We do not represent that these articles will bring **LUCK** or have any supernatural value or that they will bring **LUCK** in Money Matters or Games of Chance and make no claims to this effect. We sell only as Curios. We offer to you this \$3.00 catalogue value for only **\$1.49**. Order this bargain now.

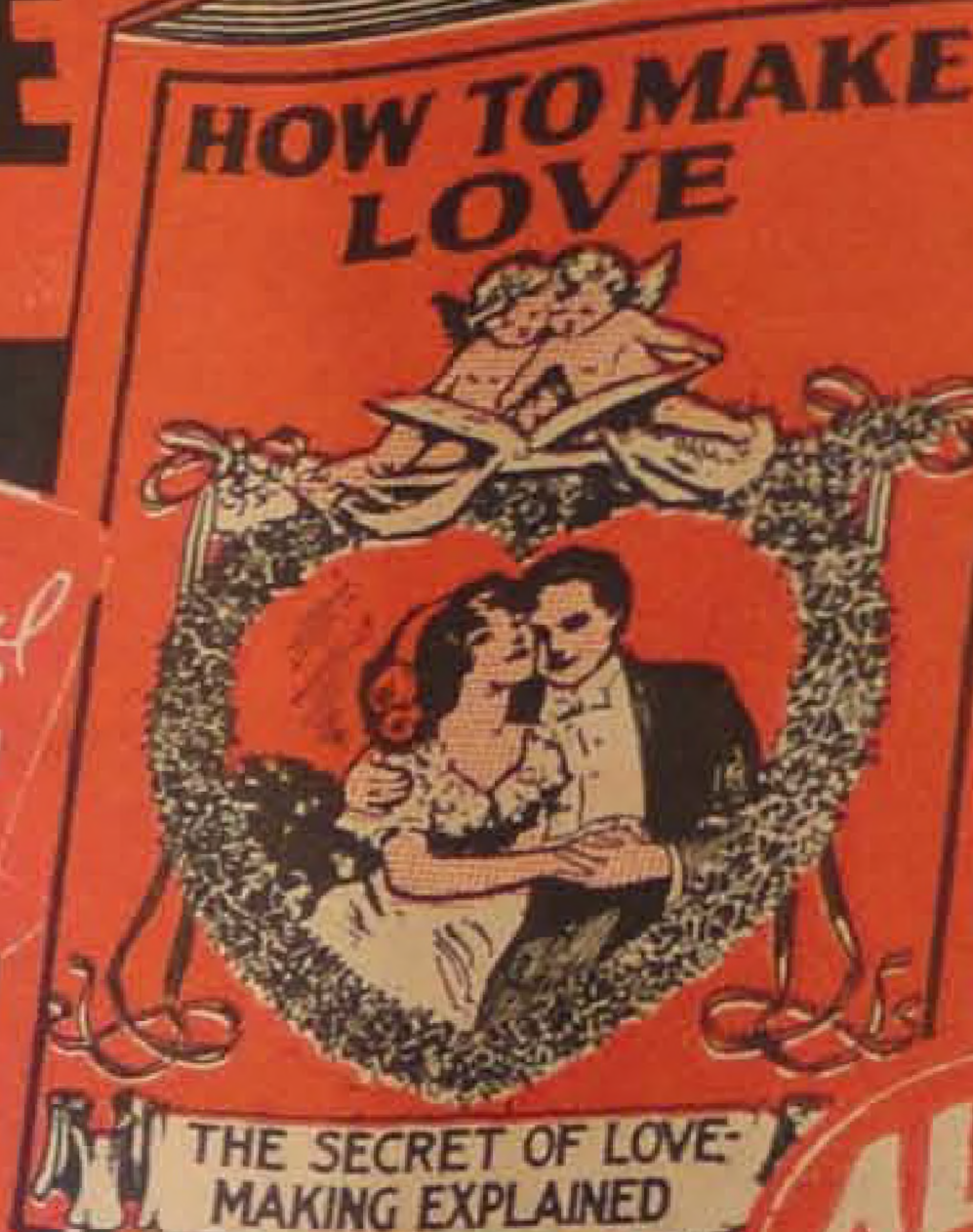
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**\$1.49**

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AND THIS **Beautiful WEDDING RING FREE!** OF ANY EXTRA COST



THE SECRET OF LOVE-MAKING EXPLAINED

**ALL for \$1.48**

## BIG LOVE BOOK AND PERFUME BARGAIN

**HOW TO MAKE LOVE**  
**HOW TO WRITE LOVE LETTERS**  
**HUG AND KISS ME BRAND PERFUME**  
**FREE of Extra Charge WEDDING RING**

Here's your chance to get these Wonderful Books. Tells about the great secret of  **Wooing and Winning**—tells how to begin courting; to get over Bashfulness. Tells **How to Write Love Letters**, How to begin your letters. Save yourself embarrassment by buying these Books. Learn the **Secrets of Love Making** and **Love Letter Writing**.

A bottle of **HUG and KISS ME** Brand Perfume also included in this Outfit. Smells Sweet and Attractive. While we make no claims that this Perfume will help you in your **love** affairs, we sell as a very fine high-grade Perfume under the name **HUG and KISS ME** Brand. **FREE** of extra charge, a beautiful Silver colored Metal **Wedding Ring**. Order all **NOW** while our supply lasts.

No. A-590.....Price Only

**\$1.48**

**ALL on**

**this PAGE for**

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# NEW CURIO HAND OUTFIT

all of this for \$1.49

## THIS OUTFIT CONTAINS

**HIGH JOHN  
CONQUEROR ROOT**  
Value 50c

**2 MAGNETIC  
LODESTONES**  
Value \$1.00

**SOUTHERN JOHN  
CONQUEROR ROOT**  
Value 50c

**LODESTONE  
POWDER**  
Value 35c

**RED FLANNEL BAG**  
Value 50c

\$2.85 Value for

**\$1.49**

ALL for  
**\$1.49**



**THIS OUTFIT** contains a new novel **HAND CURIO**. This **HAND** can be worn in pocket or purse or pinned on coat lapel. Our customers might be interested in knowing that there is a **HAND** in the British Museum, the third and fourth fingers being closed, with the first two fingers extended, and it has been said that this **TALISMAN** was useful against the Evil Eye. This **Hand Curio** that we furnish you has the first two fingers extended and has been used as a sign for **VICTORY**. We, however, make no claims that it will bring **LUCK** or **Drive Away Evil**, and furnish it to you only as a Curio. In addition, we also include in this Outfit: 1 High John Conqueror Root, 2 Magnetic Lodestones, 1 Southern John Conqueror Root, 1 Lodestone Powder which clings to the Lodestone, 1 Red Flannel Carrying Bag.

It is true that these Articles have been used by some people as **LUCK BRINGERS** for such purposes as to **BRING LUCK** and **SUCCESS** in Money and Games. The Lodestone has been held in great esteem by the Romans who believe that this Stone keep Husband and Wife Faithful and their Love secure, and in India it was worn by people to get Victory and Health, and the Mohammedans used the Lodestone as a **Talisman Against Evil Spirits**. This Outfit consists of Lodestone and Roots, but we do not sell with any claims that they are valuable as **Luck Bringers** or for any Luck purposes, and sell only as a **CURIO OUTFIT**. If you wish this Set of Curios, send your order in **NOW**.

Order by No. A-592

All for only

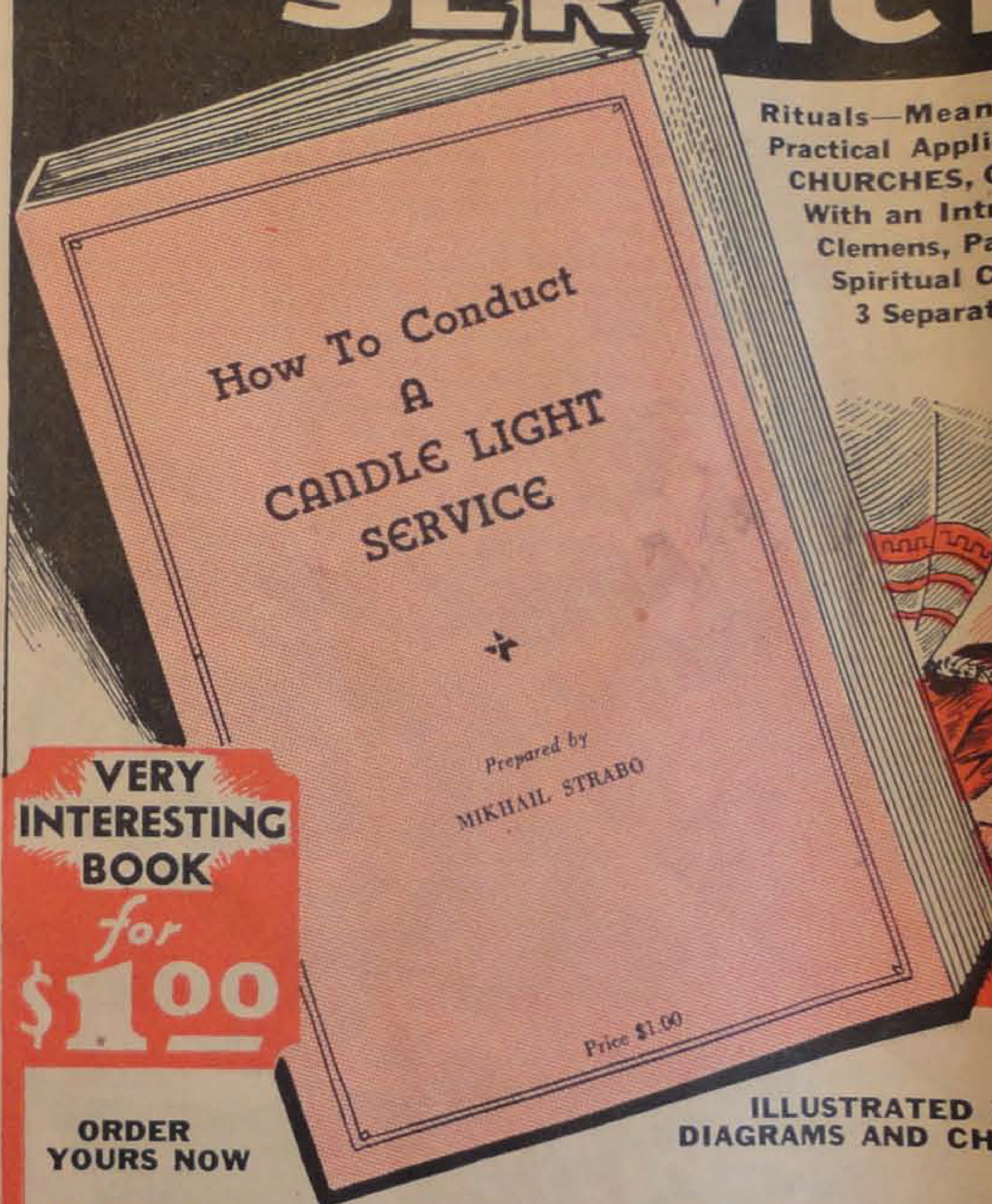
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**C. O. D. ORDERS** Send 50c deposit with order and pay balance plus few cents postage when postman delivers your package. No C.O.D. orders sent without a deposit.  
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# HOW to CONDUCT CANDLE LIGHT SERVICE



Rituals—Meaning—Interpretation—  
Practical Application to the Needs of  
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With an Introduction by Rev. Adele  
Clemens, Pastor of Divine Harmony  
Spiritual Church of New York.  
3 Separate Services Outlined.

VERY  
INTERESTING  
BOOK

for  
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YOURS NOW

ILLUSTRATED WITH  
DIAGRAMS AND CHARTS

**CONTENTS OF THIS BOOK:** How to Conduct a **Candle Light Service** for a Church or Group; How to arrange the **MASTER CANDLE** and the smaller Candles; How to prepare the **Altar for Candle Burning**; How to light the **Master Candle**; How to make the Invocation and Prayer; How to conduct **Candle Lighting Services** in Spiritualist Churches; Singing Hymns during **Candle Burning**; Praying during Candle Burning; **COLORS of Candles to be used**; Significance of the Candle Colors; A Variation of Candle Light Service to embrace **Good Will** and **Forgiveness**. We assume no responsibility for claims or statements made by the Author, but only give his version. We hope that you will receive great pleasure from this Book.

Order by No. B-722. Price Only

**\$1.00**

ARTIST'S  
CONCEPTION  
OF  
CANDLE  
BURNING  
CEREMONY

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# FREE VAN VAN BRAND OIL

OF EXTRA CHARGE

with **LODESTONE** and **HIGH JOHN the CONQUEROR ROOT**

**HIGH JOHN THE CONQUEROR ROOT** has been considered the **KING ROOT** of the forest. It has been recommended by Conjurors or so-called **Root Doctors** and has been sold for high prices. These Voodoos, we believe, told their customers to carry the **Root** for **LUCK, Winnings, and SUCCESS in Love**. We do not sell for this purpose and make no claims that it is valuable as a **Luck Bringer**. It is sold to you only as a Curio.

**LODESTONE** has been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring **LUCK** in Money Matters or **LUCK** in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a Curio.

\$1.50 if bought separately  
All Now  
**\$1.00**

**ALL for \$1.00**  
ORDER BY No. A-568

BUY  
**LODESTONE**  
and **HI-JOHN**  
GET **VAN VAN**  
Brand Oil **FREE**  
of Extra Cost

Just pay regular price for **HIGH JOHN the CONQUEROR ROOT**—The two for \$1.00. We give you **FREE** of extra cost a regular 50c Bottle of **VAN VAN Brand OIL**. Get in on this **SPECIAL OFFER** while it lasts. Order all for \$1.00. Order by Number A-568.

**ALL ON THIS PAGE**  
PRICE ONLY . . . . **\$1.00**

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**HOW TO ORDER** Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. On C.O.D. orders send at least 50c deposit. Send Cash, Stamps or Money Order. Write your Name and Address Plainly.

# free! ALLEGED GOOD LUCK HORSESHOE

OF EXTRA CHARGE

WITH PURCHASE OF  
ALLEGED  
**GOOD LUCK PERFUME**  
and  
**LUCKY MO-JO INCENSE**

**LUCKY MO-JO Alleged GOOD LUCK PERFUME**

You'll be thrilled with delight when you use this very fine **Lucky Mo-Jo Alleged Good Luck Perfume**. It smells so sweet in the bottle and as good when you use it. It is true that both men and women have used perfumes seeking to **Bring GOOD LUCK in Love and Attract Attention and Gain Favors** from the opposite sex. However, we make no claims to this effect for this perfume or that it is **LUCKY TO USE** but sell only as a good perfume possessing a delightful oriental type long lasting fragrance.

**LUCKY MO-JO INCENSE**

Burn **Lucky Mo-Jo Incense** three times a week according to directions on each box. The sweetness will linger for days. Your friends should love to visit you and remark at the delightful perfumed fragrance that fills your home. Many people have resorted to the **BURNING OF INCENSE to BRING LUCK** with superstitious belief such as **BURNING INCENSE to DRIVE AWAY EVIL and DRIVE AWAY ENEMIES**. Burning Incense to **BRING MONEY and SUCCESS**. We make no claims that the Burning of **Lucky Mo-Jo Brand Incense** will **Drive Away Evil or Bring Luck** and sell only as a very **STRONGLY PERFUMED** Incense possessing a **Delightful Fragrance**. Try it to receive **SATISFACTION** that you are Burning one of the Best.

**FREE of extra charge Alleged GOOD LUCK HORSESHOES**

Buy this bottle of **Alleged Good Luck Perfume**, regular price 55c and a box of **Lucky Mo-Jo Incense** regular price 50c. The **TWO** for \$1.05 and you receive **FREE** of extra charge this Handsome **Horseshoe** with words **GOOD LUCK**. The **HORSESHOE** is a well known symbol of **Good Luck**. Even though you may wish to wear it near your money or around your neck we make no claims that it is **LUCKY**. We give it to you **FREE** of Extra Charge. Send \$1.05 for **ALL** on this page. **Order Now** while Horseshoes last.

Order By No. A-583  
Price with tax **ONLY \$1.10**



ARTISTS' CONCEPTION OF  
MAN CARRYING HORSESHOE  
IN HIS POCKET



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# MASTER KEY BRAND

**INCENSE**  
**BIBLE SAYS**  
**BURN INCENSE**

The use of Incense is as old as the Bible. Read Exodus XXX: "Thou shalt make an Altar to burn Incense on." FRANKINCENSE and MYRRH have been mentioned in the Song of Solomon and twice in the New Testament. These because of their great cost were only used by Priests, but Today you yourself can enjoy like a King the burning of this MASTER KEY Brand Incense. MASTER KEY Brand Incense contains genuine Olibanum which we believe to be the same as the Balm. This Incense mentioned in the Bible. MASTER KEY Brand Incense is a PERFUMED OIL that makes it really different from any other. When you burn it you notice the most delightful soothing aroma. The perfume that fills your home should be that this your home should be new. It is POWERFULLY STRONG. You may have been yearning for just this Incense. Then order your MASTER KEY Brand Incense NOW. Price is \$1.00 and when you use this Incense we feel that you will say that it is worth MORE and you will be glad you ordered it.



Order by No. A-201D ... **\$1.00**

**POWDERS**

**FREE MASTER KEY SEAL**  
OF EXTRA CHARGE  
WITH EVERY CAN OF INCENSE

This MASTER KEY SEAL given FREE of extra Charge with every box of this SUPERFINE POWERFULLY STRONG MASTER KEY INCENSE. The facts are that both Incense and the KEY have been used both to KEEP AWAY EVIL SPIRITS and to Bring Luck, Wealth, and HAPPINESS. We make no claims to this effect for this POWERFULLY STRONG Perfumed Master Key Brand Incense or for the MASTER KEY SEAL. We sell to you as a very HIGH GRADE Incense and give you the Master Key Seal on genuine Virgin Parchment FREE of extra Charge as a CURIO. A real treat in store for you when your Incense arrives. Order yours NOW to USE Real QUICK. If you do not feel it is even better than we say return and we will give your money back.

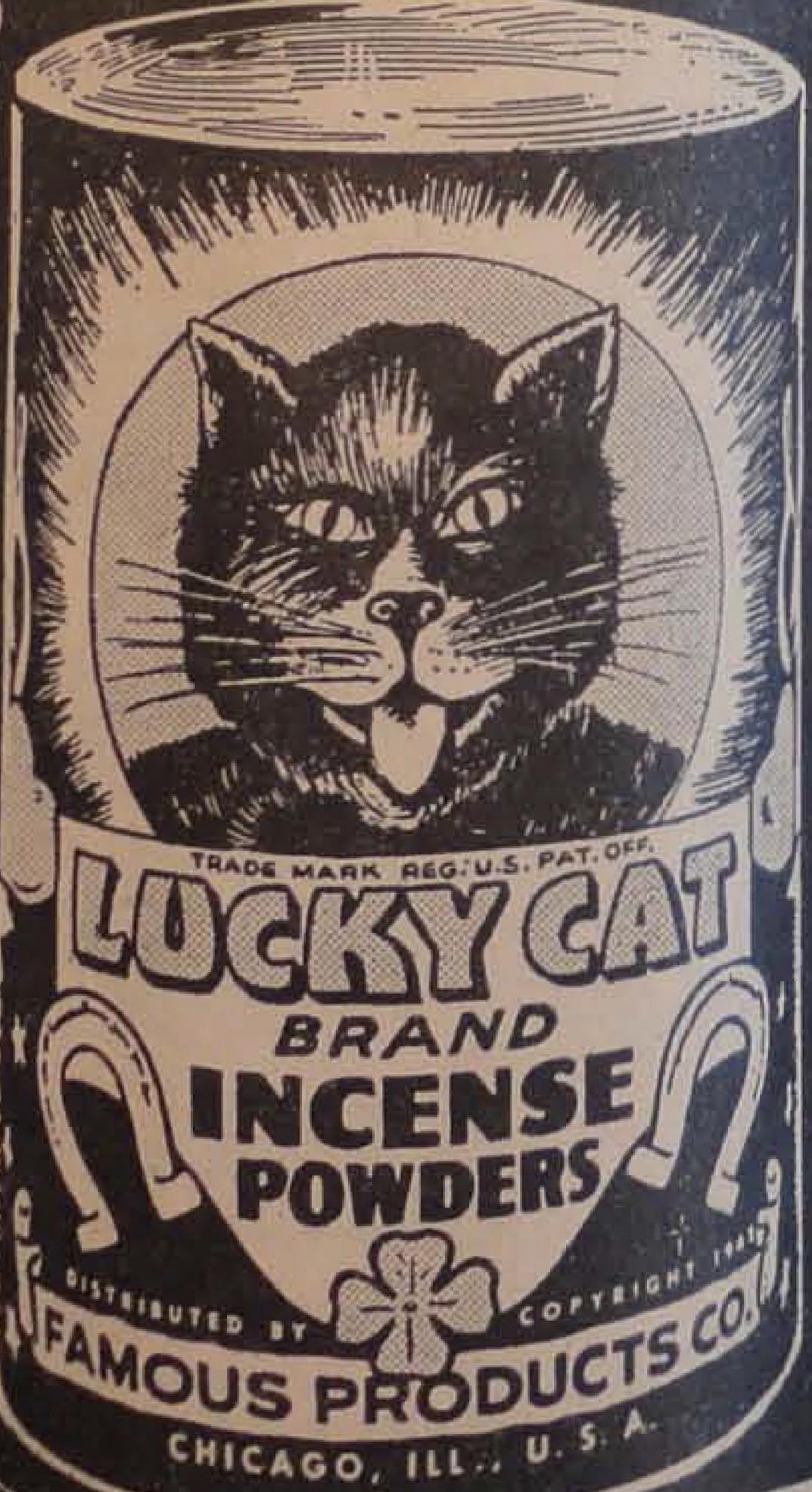


## LUCKY CAT BRAND INCENSE POWDERS

**USE IT NOW**  
**POWERFULLY STRONG PERFUME**

Do you want to be thrilled? Use a NEW INCENSE different from anything offered you before. Order this LUCKY CAT Brand Incense Powders. It is made from the finest Incense Ingredients and it is perfumed POWERFULLY STRONG. You perhaps already know that the Bible says Burn Incense. Read Exodus XXX. You also perhaps know Incense has been USED by many people for the purpose of driving away EVIL SPIRITS and Bringing GOOD LUCK. We do not claim that LUCKY CAT Brand Incense is of any value as an Evil Spirit Remover or LUCK BRINGER and tell you that this may be only a superstitious belief. We do sell it however as POWERFULLY STRONG Perfumed Incense. Use it every day to keep your home smelling sweet. Order your LUCKY CAT Brand Incense Powders NOW.

Order by No. A-201N **\$1.00**  
Price only



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## SPECIAL OFFER

**\$1.20 EACH OR BUY ALL 3 for only \$2.40**



**ORDER** **Essence of BEND-OVER** **ALL 3**

**BIG SELLER**

Here is a strange name, but evidently this ESSENCE of BEND-OVER has been well known, because it mentions in a Book that tells about the paraphernalia of Conjure that ESSENCE of BEND-OVER has been USED TO RULE AND HAVE YOUR WAY. From this we assume that people who are anxious of having their own wishes or desires brought about have used ESSENCE of BEND-OVER. We do not sell for this purpose and make no claims that it will bring about any Supernatural occurrences. If you desire ESSENCE of BEND-OVER as a Curio, you may use it to keep your Home smelling Sweet and Pleasant.



**HOW TO USE IT**

Sprinkle on Your Clothes or Money, Rub on Your Body, Arms, Neck, Chest or Behind Ears to keep a delightfully fragrant, Enticing aroma about your person. Also sprinkle in your Bath. Put a few drops on your Pillow before going to sleep at night. Order yours Today by the name and number.

**ORDER BY NO. A-412**  
**PRICE ONLY \$1.20**  
**WITH TAX**  
**OR SEND \$2.40 for ALL 3, ON THIS PAGE**

## FAST Scrubbing Essence

A Book that tells about Conjure mentions the following: FAST Scrubbing Essence a mixture of 13 oils. It mentions that this FAST Scrubbing Essence has been burned with Incense for Fish Fry LUCK, Business Success, and we assume that this mixture has been used for any sort, or all kinds of LUCK Purposes, such as, Winning in LOVE, GAMES, MONEY MATTERS, etc. We make no claims that this FAST SCRUBBING ESSENCE should be used, or it would be valuable for bringing about LUCK. We do, however, make it from 13 Essences, as near as possible to Formula given in Book.



**NO. A-409**  
**\$1.20**  
**EACH, OR ALL 3 ON THIS PAGE \$2.40**

## HAS NO-HARRA PERFUMED LOTION

A Book tells us about various Paraphernalia of Conjure mentions that HAS NO-HARRA brings LUCK to Gamblers. Whether this is so or not, we cannot vouch, but we are acquainted with the fact that preparations and articles of this, or similar nature have been used by many people for such things as bringing about Winnings in Money Matters, as well as Love Affairs. However, we make no claims that HAS NO-HARRA will bring about any Supernatural, Uncanny, or Unearthly Accomplishments, and sell only as a Curio. We, however, have made it up according to the same Formula that is given for the GENUINE HAS NO-HARRA. The bottle that it comes in is Beautiful and Artistic. Directions on Every Bottle.



**Order By No. A-411**  
**EACH BOTTLE \$1.20**  
**All 3 bottles for \$2.40**

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# MO-JO BRAND ROOTS



**LITTLE JOHN to CHEW**  
 THIS strange looking ROOT has been called by some folks Little John to Chew. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claim to this effect and sell only as a Curio. We guarantee this Root to be fresh and clean. Order some of this LITTLE JOHN to CHEW Root. Comes packed in satisfactory box. We have thousands of satisfied customers and hope you will be pleased too. Price 50c a Box or any 3 Boxes of Roots on this page for \$1.00.  
 Order by No. A-210E  
 Price Only ..... **50c**  
 3 Boxes Only \$1.00 or Any 3 Boxes of Roots on This Page for \$1.00



**HIGH JOHN the CONQUEROR**  
**BIG SELLER** To this root has been attributed wonderful and Lucky properties. We have ever heard of. Certain Voodoos claim that a person carrying a piece of this HI-JOHN the CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representation of this effect but sell only as a Curio and we have known many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root. Comes packed in satisfactory box. Price 50c each or any 3 Boxes of Roots on this page \$1.00.  
 Order by No. A-209 ..... Only **50c**  
 Three Boxes for Only \$1.00 or Any 3 Roots on This Page \$1.00



**FIVE FINGER GRASS**  
 This plant has a leaf divided in Five Segments. We believe that this ROOT has been used by many people for Hoodooing, that is, for the purpose of DRIVING OFF EVIL and Bringing GOOD LUCK in Money Matters and Love Affairs. However, we do not claim that the FIVE FINGER GRASS will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name of MO-JO Brand. PRICE of FIVE FINGER GRASS packed in box 50c or you may save money by ordering any 3 Boxes of Roots on this page for \$1.00.  
 No. A-217  
 Price Per Box ..... **50c**  
 3 Boxes Only \$1.00



**DEVIL'S SHOE STRINGS**  
 A certain book on Folklore gives the following belief regarding the DEVIL'S SHOE STRING. "Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands—Dress inside of hands with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Lay a piece in a Man's Path, he will never have any money. Use it for a GAMBLING HAND." We, of course, make no claims that this ROOT will have any supernatural effects as above mentioned or that it will bring GOOD LUCK to GAMBLERS or anyone. We have only mentioned some superstitious beliefs regarding DEVIL'S SHOE STRING and sell it only as a Curio. Price 50c or Any 3 Boxes of Roots on this page for \$1.00.  
 No. A-220  
 Price Per Box ..... **50c**  
 3 Boxes Only \$1.00

# SOUTHERN CONQUEROR ROOT HIGH QUALITY ROOTS ORDER NOW!



**JOHN THE CONQUEROR ROOT**  
 JOHN THE CONQUEROR ROOT has been known to the so-called Two-Headed Doctor or Conjure Man as a ROOT for WINNING. One book states that it has been soaked in Whiskey to make a mixture that helps you Win. This name book tells us that JOHN THE CONQUEROR was used to bring Leaves to help a Home. Even though it is true that JOHN THE CONQUEROR has been used by some people to bring this effect and sell it only as a Curio or curiosity. Each Root is packed in box labeled MO-JO Brand. These Roots are High Quality. Order One or Three Boxes.  
 Order by No. A-215  
 Price per Box ..... **50c**  
 3 Boxes for \$1.00 or Order any 3 Roots on this page for \$1.00



**ADAM & EVE ROOTS**  
 One book that tells about the ADAM AND EVE ROOT is one of the familiar ROOTS in the Medicine Case. From reading this book, we believe that Roots like ADAM AND EVE were carried around on the person for the purpose of Bringing GOOD LUCK, for making Conjure Hands, Driving Away EVIL and to help people WIN in LOVE and MONEY. We make no claims that this ADAM AND EVE ROOT will bring GOOD LUCK or have any value as a general all around Luck Bringer. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity.  
 Order by No. A-211  
 Price per Box ..... **50c**  
 3 BOXES for \$1.00



**SALEP ROOT LOOKS LIKE A HAND**  
 This Remarkable, Mystically Looking ROOT has been valued by certain people who are interested in ODD looking ROOTS. This ROOT resembles a HUMAN HAND and it may be for that reason it has been esteemed by some people as a LUCK ROOT. It may be that its HAND shaped appearance has the effect of making some people believe that carrying such a ROOT would be a great HELPING HAND towards LUCK and a Help to Winning Success and Luck. We make no claim to this effect and do not sell this ROOT for the purpose of Bringing Good Luck and Winnings, and make no claims that it's a Helping-Hand towards Luck, and sell only as a Curio. Can supply only while stock lasts. Order yours now.  
 Order by No. A-215  
 Price Each Only ..... **50c**  
 3 for \$1.00 or Order Any 3 ROOTS on This Page for \$1.00



**SAMPSON Snake ROOT**  
 A Book on Folklore and Conjuraton tells us that the SAMPSON SNAKE Root was chewed to Soften Hearts and used in any Hand or Trick. From this we believe it was used in Love Affairs to bring GOOD LUCK. It was also steeped in a Tea for Medicinal purposes. We make no claims that this Root has any Medicinal or Supernatural Value such as Softening Hearts, or bringing GOOD LUCK, and sell only as a Curio. Comes packed in Box labeled MO-JO Brand. This is the GENUINE MO-JO Brand SAMPSON SNAKE ROOT. Order a Box for 50c or you can Buy any 3 ROOTS on this Page for Only \$1.00.  
 Order by No. A-405  
 Price Only ..... **50c**  
 3 Boxes for \$1.00 or Any 3 Roots on This Page \$1.00

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# MO-JO BRAND LODESTONE



GENUINE  
MAGNETIC

PRICE  
EACH **50c**  
OR **3 for \$1.00**

## GENUINE MAGNETIC

The Ancient Romans believed that the **LODESTONE** kept husband and wife faithful and their Love secure. Orpheus attributes to the **LODESTONE** the Power of attracting the Love of gods and men, and it was frequently set in rings for this purpose. In India the **LODESTONE** is believed to give vitality and health to those who wear it, and it is very popular among Mohammedans as a Talisman against Evil Spirits.

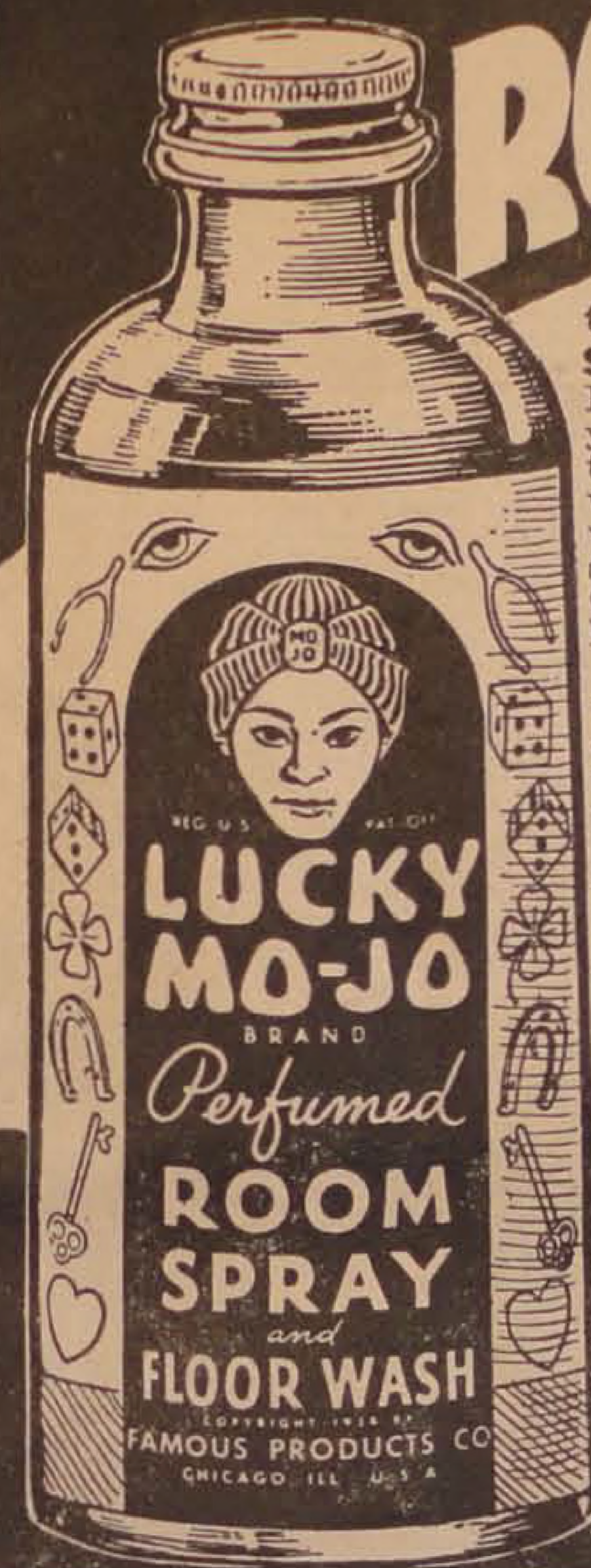
Hoo-Doo Men made **Conjure Bags** in which they placed pieces of Lodestone, for the purpose of Hoodooing, Driving Away Evil Spirits, Drawing Folks to you, or so-called **Home Breaking** and **Good-Bye Enemy Tricks**, Job Getting, and general Good Luck. We have known many people who would not be without carrying a **LODESTONE** around with them. We have found this especially true among Folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in Love Affairs. We do not sell this **LODESTONE** for any of these purposes; neither do we make any claims that it is **LUCKY**, or that it will **Drive Away** Evil Spirits, but sell only as a Curio. We guarantee that this **LODESTONE** is Genuinely, Magnetically Alive, with Power to Attract Steel Dust or your money refunded. We have taken extreme care in securing only the best grade of **LODESTONE**.

Order by No. A-208 **50c**  
Price Only . . .

3 for \$1.00 — 1 Dozen \$3.00

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# LUCKY MO-JO BRAND Perfumed ROOM SPRAY



**PERFUME THE HOUSE**  
Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times. Folks, especially men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.  
**SWEET SMELLING HOMES ATTRACT FOLKS**  
Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT and HOLD** your Company at home—A Sweet smelling House should help do it.

**GET RID OF BAD ODORS—EASY TO USE**  
Wash away any BAD Stuff around the House. **EASY to USE.** Just pour a few drops in the scrub water and Wash Floors, Corners of Rooms and Closets, Walks, and Steps. Also Spray in Toilets, on Beds, Furniture, Curtains, and Walls. Use when Washing Clothes. **Get a Bottle Immediately.** Note the improvement. Never be without it. Full Directions. No. A-231  
Price Only **50c**  
3 Bottles For \$1.35



# LUCKY MO-JO BRAND PERFUMED CRYSTAL SPRINKLING SALTS

**DRIVE OUT EVIL, BAD SMELLING ODORS**  
**LUCKY MO-JO Brand PERFUMED CRYSTAL SPRINKLING SALTS** really do the work of making a Home Sweet smelling and Attractive to visitors. Each little Crystal is truly Mystic looking, shining and sparkling in the bottle. The Perfume is most alluring. You can have this **LOVELY—COMPELLING—ATTRACTIVE** fragrance right in your own little Home and get all the Pleasure it gives.

**RID YOUR HOME OF BAD MESSES**  
**Very Easy to Use**—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The Crystals do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room. Day in and Day out, for several weeks, the Crystals give off this **Wonderful Perfume**.

**ATTRACT AND HOLD YOUR FRIENDS**  
Cleopatra used Perfume to entice her Lovers. Help LOVE, Romance, and Happiness, last for you, by keeping your Home and your Clothes smelling Sweet. Fix up your House with **LUCKY MO-JO Brand PERFUMED CRYSTAL SPRINKLING SALTS**. Get a Bottle Today. The Price is little compared to the Pleasure it should bring.

Order by No. A-270 . . . Price Only **50c**  
**BOTH** Lucky Mo-Jo Room Spray and Sprinkling Salts. . . . Only **\$1.00**



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**LEGENDS OF INCENSE**

**HERB & OIL MAGIC**

By **LEWIS de CLAREMONT**

PRICE \$2.00

**LEGENDS OF INCENSE HERB & OIL MAGIC**

BOOK SOLD BY PUBLISHERS —

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**AMAZING BOOK**  
You Have Been Looking For!

**THIS** Book purports to contain many hundreds of interesting facts regarding Occult Procedures and all kinds of alleged formulas for the preparation of Mystical Ceremonies. The author, Lewis de Claremont, seems to have spent many years investigating the uses of these preparations and attempts to tell How Masters, Magicians, Conjurers, Ancient Necromancers, and people of all different countries, Hindoos, Chinese, Siamese, Hebrews, Persians, Greeks, Romans used certain Incense, Perfumes, Oils, Roots, Herbs, Powders. The author reveals how Alleged Arabian Magicians concocted Love Potions, Commanding Oils, and says "Back of all the ceremonies, rites and incantations was the esoteric idea that the **WILL** and **FAITH** was the real force employed."

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How to use Roots, Herbs, Barks, Berries, and Seeds according to ancient legends. How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as Magnet Oil—Commanding Oil—Lover's Oil—Attraction Oil—High John Conqueror Oil—Spirit Oil—Lucky Planet Oil—King Solomon Oil—Ten Commandment Oil—Power Oil—Compelling Oil—Concentration Oil—Etc. How to make Love Powders, Potions and Philtres—True Love Powder—How Incense is used—Attraction Incense—Compelling Incense—How to make and use Success Incense—How to make Talismans for Luck, Love, Gambling and Business—How Orris Root was believed to attract the opposite sex—How to use High John the Conqueror—How to use Le John the Conqueror—How to use Adam and Eve Root—How to make and use Herb Baths—Rule for making metallic Talismans. These and many other alleged facts and formulas mentioned in this book too numerous to mention in this small space. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulas, etc., to bring about any alleged supernatural influences to accomplish certain desires.

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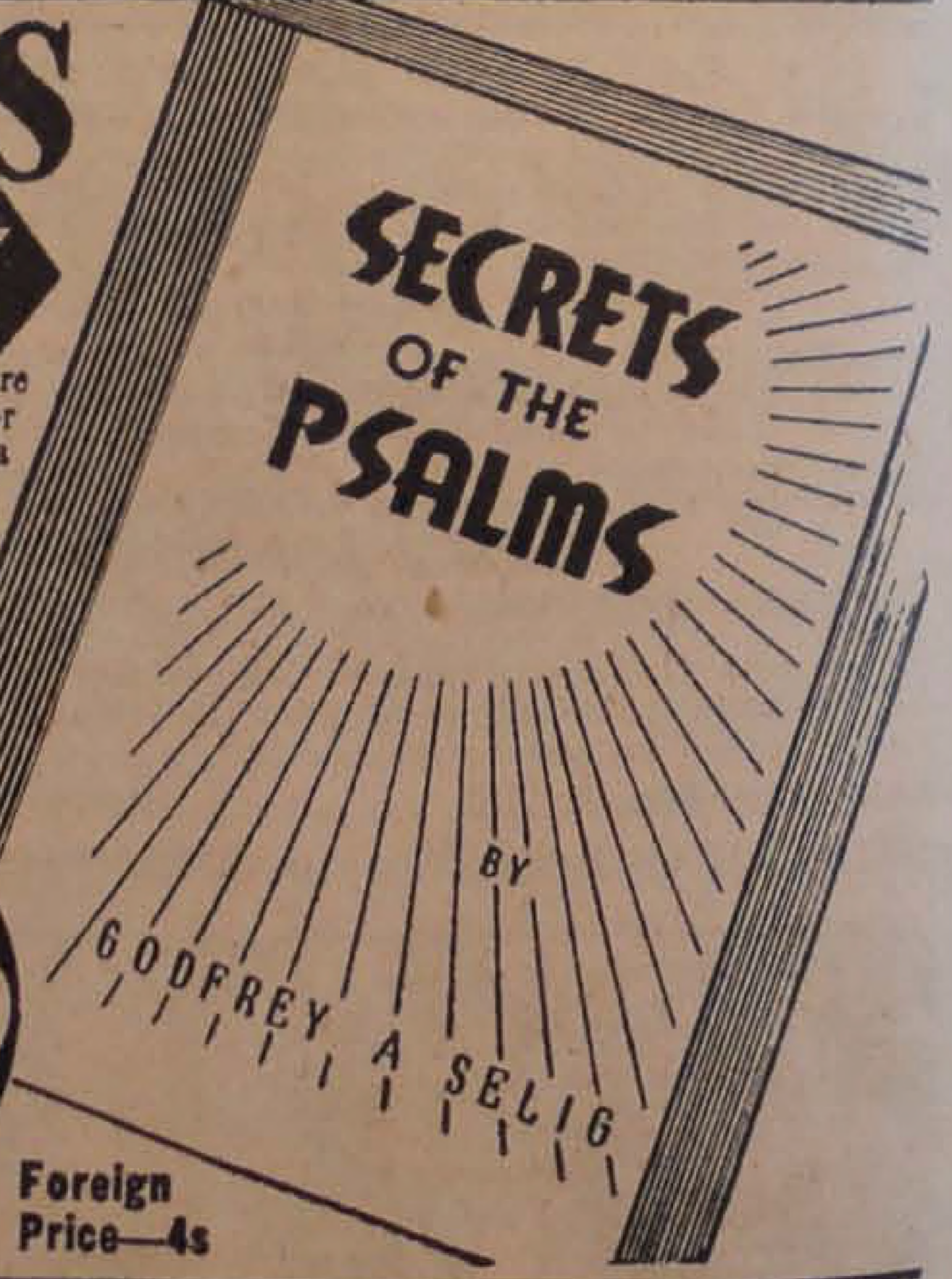
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**HERE** is a very interesting book that many of our customers might receive pleasure and satisfaction from reading. In the **FOREWARD** of this book, the author mentions, "Yes, dear reader, you must not doubt. Through a pious life and by a rational use of the Psalms you may obtain the grace of God, the favor of Princes and Magistrates and the love of your fellow-men."

**WHAT THE BOOK PURPORTS TO TELL ABOUT**

Here are some of the Contents of this book:—Psalm to receive instruction or information through a dream or vision, Psalm to escape Danger, Psalm to receive Grace—Love—Mercy, Psalm to become Safe from Enemies, Psalm to receive **GOOD** after committing a heavy sin, Psalm to Free yourself from the influence of Passion, Psalm to make yourself Fortunate in any undertaking, Psalm to Free yourself of Evil Spirits, Psalm if Enemies have made you lose Money and have caused you to be mistreated, Psalm to make Peace between Man and Wife, Psalm for anyone who has drunk too much, and many others too numerous to mention in this small space. We assume no responsibility for claims or statements made by the author but simply give his version and sell only as an interesting book, without recommendation that the reader follow it to bring about any alleged supernatural influences to accomplish certain desires. You may enjoy reading this Book. Order Now. Send \$1.00 today or ask us to send Book and pay postman \$1.00 plus few cents postage.

**OUR PRICE**  
**\$1.00**



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**POWER**  
**7 KEYS TO POWER BOOK**

FULL OF PICTURES

**7 KEYS TO POWER**  
By **LEWIS de CLAREMONT**

On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and How to do it." It gives you instructions and directions as to the hour, day, or night, whether to use the Light of the Sun, the Light of the Moon, or in the deep darkness of the night. The author mentions that all these things according to ancient legends have a **POWERFUL INFLUENCE** on the results obtained or desired, for all things may have certain natures that will permit them to work better under certain conditions.



~~\$2.00~~ **VALUE**  
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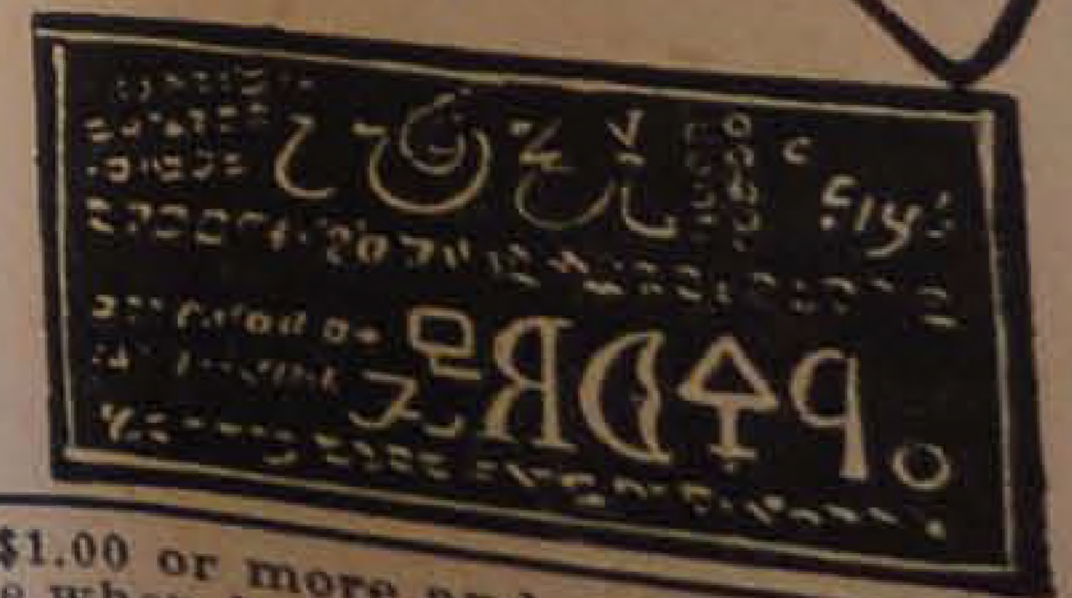
**THIS BOOK PURPORTS TO TELL:**

**How to Remedy Conditions known as Cross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; Hour of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Uncross People; How to Burn Candles for the Days of the Week; How to Pray to Remove All Evils; What Are Dreams; Power of Dreams; Key Number Seven; Black Magic; and a Chapter entitled "Revelation Secrets, The Greatest Key to Contracting Power."**

We assume no responsibility for the author's or publisher's claims and make no claims that following the instructions or reading of the Book will have any value to bring about anything supernatural, and sell **THE 7 KEYS TO POWER** only as a Book that you might be interested in reading. Send **\$1.00 NOW** for this famous **7 KEYS TO POWER BOOK**.

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## SPECIAL RELIGIOUS CANDLES

Choose your own PATRON SAINT's picture



FREE of Extra Charge with each Candle, one Vial Wick Anointing Oil.

The Burning of Candles is an old custom, which has survived since Biblical Times in the Church. Candles are burned at High Mass, Baptism, etc. The Candle burning is a life out to God, we believe, to be symbolical of Prayer and Sacrifice. We believe that many People like to Burn Candles in Worship of their own favorite or Patron Saint. Religious People, whether Catholic or otherwise, have derived great Satisfaction in Silent Prayerful Devotion and Burning of Candles to the Saint, whom for their own reason they have chosen. Burn these Candles according to your own Heart's desire.

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- No. A-310—St. Anthony with Child. Each.....35c
  - No. A-310A—St. Joseph with Child. Each.....35c
  - No. A-310B—Our Lady of Mt. Carmel. Each.....35c
  - No. A-310C—St. Theresa. Each.....35c
  - No. A-310D—Sacred Heart of Jesus. Each.....35c
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## 7 DAY CANDLE SET

Enough Candles to Burn 7 Days and 7 Nights without stopping. Many people desire this Special Set of One Dozen 15 Hour Candles with Ruby Glass. Enough Candles to burn one solid week without stopping. These Candles have been used for various Religious Purposes. In some homes candles are constantly kept burning in Religious Devotion. Order your Box of One Dozen, 15 Hour Candles—One Week's Supply. We furnish a Ruby Glass FREE of extra cost. Place the Candles in Glass when burning.



## 3-BRANCH CANDLES

## Bayberry Candles



A verse that comes with each Box of Candles is as follows: "A Bayberry Candle, Burned to the Socket, Brings LUCK in the House, Food to the Larder, And Gold to the Pocket." We make no claims that BAYBERRY CANDLES bring you WEALTH, LUCK, or HAPPINESS. Sold only as Very Fine-Quality Candles. Two Green color, Sweet Smelling BAYBERRY Candles are packed in a Pretty Box.

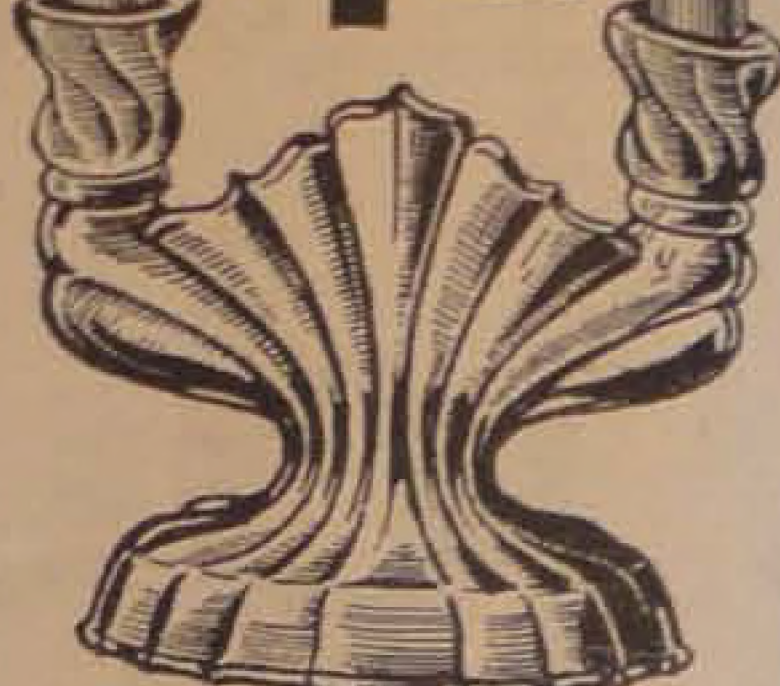
No. A-314—Price for Two in Box...35c

## BLACK CAT Brand CANDLES

Candles have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us that Candles of Various colors have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Blue Candles for Love; Black Candles in Voo-Doo ceremonies for Invoking Spirits. One Book tells us that Six Red Candles have been used to Win In Love. 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our BLACK CAT Brand CANDLES. We make no claims that these should be burned for LUCK Purposes, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen. COLORS—Red, Green, Black, White, Yellow, Blue, Orange, and Pink.

- No. A-311—One Candle (Give Color). Price...25c
- No. A-311B—1 Doz. BLACK CAT Candles in Box (Assorted Colors). Only.....\$1.00
- Candle Wick Anointing Oil with each Dozen.

## SPECIAL Combination 2 CANDLES and Beautiful CANDLE STICK \$1.00



Burn your Candles in this Fancy colored Crystal like Candlestick. Its exquisite, artistic Pattern adds in the Beauty and Pleasure of any Candle Burning Ceremony that you might wish to hold. For those of our customers who wish to buy this Beautiful Candlestick, we will give FREE of extra charge Two Large Fine Quality Candles, One Red and one Green. Here is a chance for a Bargain. Order your Candlestick and Two Candles Today.

No. A-309—All For Only...\$1.00

## LUCKY MOJO Brand CANDLE with HAND SHAPED CANDLE STICK

Did you know that a certain HAND with Thumb was regarded by certain people as a Powerful Charm and Sacred Symbol, representing

Generosity, Hospitality POWER, and Divine Providence? The paintings of Hands have been met with throughout Italy and Turkey, and used as symbols of GOODLUCK and for Protection from Witchcraft. Because of this symbolism regarding the HAND we feel many of our customers would be interested in possessing a Hand-Shaped Candlestick as a Curio. We make no claims that it will bring about any of the Supernatural effects mentioned above. We furnish one LUCKY MOJO Brand CANDLE with each Hand-Shaped Candlestick.

- No. A-312—Candlestick and Candle, Both...\$1.00
- Two Sets Only.....\$1.49

LUCKY MOJO Brand CANDLES can be ordered separately. Colors: Black, Red, Blue, Yellow, Green, and Old Gold.

- No. A-315—Two Candles in Box.....50c

## Special BLACK CAT CURIO AND LODESTONE POWDERS



This outfit consists of:

- 1 Magnetic Lodestone.....50c
- 1 John the Conqueror Root.....50c
- 1 Black Cat Curio Charm.....50c
- 1 Lodestone Powder.....50c
- 1 Van Van Brand Oil.....50c

Total Value.....\$2.50

Order Now at Our Bargain Price

No. A-534A Only...\$1.50

\$2.50 VALUE—ALL FOR \$1.50

It is well known that many people believe in LUCK. Some like to carry Lodestones and Roots around their person and believe in their efficacy as a Charm in Drawing Luck in Love, Money Matters, Jobs, Gambling Games of Chance. We have accumulated in this Outfit certain articles which have been believed in to be Lucky, but we make no claims that this is so. For people interested, we sell only as a Curio. This Special BLACK CAT Curio Outfit, is valued at \$2.50, if you bought each article separately, but if you order all at once, we will send you all for only \$1.50. Order yours NOW.



## LUCKY CAT Brand PERFUME

THIS High-Grade LUCKY CAT Perfume is made from Concentrated high grade Oils and Essences. It is very Strong, and Concentrated—Much stronger than ordinary Perfume. Many Women believe in the use of certain perfumes to thrill the Man of their heart's desire and that the fragrant, sweet smell of certain Perfumes will hold their loved one in an enchanted spell. If this High-Grade LUCKY CAT Perfume should bring LUCK in Love, so much the better, but we make no claims to this effect and sell only as a very Concentrated, Strong, Delightfully Sweet, Lasting Perfume, which gives a lasting, delightful fragrance to your Clothes and other Garments.

Sweet Lasting Fragrance



ONE OF OUR BIGGEST SELLERS  
No. A-203D  
Price Only  
**\$1.20**  
3 for \$2.40

ORDER NOW

## LUCKY CAT Brand SACHET POWDER

YOU'LL LIKE THIS

LUCKY CAT Brand SACHET POWDER has been named for the alleged LUCKY CAT referred to so often as a symbol of GOOD LUCK. However, we make no claims that it will bring LUCK and sell only as a Highly Perfumed, Sweet Smelling Sachet Powder. Some Folks use Sachet Powder when they wish to be attracted to the opposite sex, and gain favors. However, whatever you wish to use it for is your own business. The best directions we can give you in using Sachet Powders to keep yourself sweet, is to pour a little in a bag and tie it around the neck, or place a little on the body each morning.

Order by  
No. 204-B  
Price Only  
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# The MAGIC OF HERBS

## The Magic of Herbs



by HENRI GAMACHE

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- How Aristotle made "The True Love Powder"?
- What plant was used as a charm against witchcraft?
- How Witches used to "Cast a Spell"?
- What leaves when eaten together by man and woman could cause love between them?
- What leaf is considered a Talisman of Good Luck in England?
- What Herb the Hindus and Sicilians used to bring back a wandering lover?
- What plant was placed in the bedroom to protect the sleeper from all evil?
- What root was carved into idols which were sold as charms against evil for \$57.50 to \$69.00?
- What plant was called "Lucky Hands"?

### ALL THE ANSWERS ARE IN THIS AMAZING BOOK

PLUS a big section of recipes for making many different incenses, Oils, Tonics, Teas, etc. Over 180 different herbs are listed with their properties. We assume no responsibility for claims or statements made by the author. If you are interested in this work entitled the MAGIC OF HERBS order your copy NOW.

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HERE is one of the most sensational books ever written on this subject. Scores of **Old World Secrets** revealed in clear, non-technical language which is easily understood. The Author spent months of research among hundreds of ancient books and manuscripts to bring to you the Ancient's knowledge of Herbs, Old Secrets, Exotic Customs!

### LEARN HOW THE ANCIENTS USED HERBS IN SECRET RITES TO GAIN THEIR EVERY DESIRE!

In this book you will find, many, many examples of strange customs and beliefs about Herbs. You'll read how many famous Lovers of History used certain methods to WIN and HOLD the one they loved! You'll read about Aristotle's "Golden Cabinet of Secrets" in which he secretly recorded strange recipes and formulas because he desperately feared they would get into evil hands.

More than 50 different Herbs and Flowers are described and the traditional and legendary background of each is explained. You'll learn of many Herbs made famous by man for 5000 years; how they were used for many purposes including Winning and holding love, for health, for gaining success, for fruitful dreams, for getting rid of evil influences, for keeping a happy home, for prosperity, for casting spells, as well as how they were made into brews, love potions or carried as amulets.

### DO YOU KNOW THE ANSWERS?

• How the Portuguese made the famous Angel Water?



SOUTHERN JOHN THE CONQUEROR ROOT

GENUINE MAGNETIC LODESTONE

BIG CURIO OUTFIT all for \$1.00

Many people like to carry Lodestones and Roots and believe in the superstition that such articles will drive away Old Man Trouble, will drive away the Devil, and draw Luck in Love and bring about Peace and Happiness. Conjure Doctors in the South have given people such so-called Charms as Roots and Lodestones to carry around and have said that this will do almost anything such as Driving away Enemies and have called these tricks in Out Hoo-Doing a person that was Hoo-dooed and bring about almost anything desired. We make no such claims to this effect for any of the articles described but we sell only as a Curio. This Outfit consists of One Little John to Chew ROOT, price 50c, One Sales ROOT sometimes called Hand

Root because of its resemblance to a Human Hand, price 50c. One Genuine Magnetic Lodestone, price 50c. One Southern John the Conqueror ROOT, price 50c. If these were bought separately we would have to sell for \$2.00 but you need only pay \$1.00 if you will order all at one time. SEND NO MONEY—PAY ON DELIVERY. Send no money—just Order Curio Outfit No. A-535 and pay Postman \$1.00 plus few cents postage when he delivers your package. HURRY and send COUPON right away. No. A-535—Price Only.....

**\$1.00**



## Alleged HOO-DOO BAG

HOO-DOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away Evil influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared as a Curio a Red Flannel, alleged HOO-DOO BAG containing Five Finger Grass, Lode-stone, Myrrh, John the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Policy Player's Dream Book, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value if goods were purchased separately would be \$3.99; you can get All for Only \$1.49. Send no money. Mail your Order pay Postman \$1.49 plus a few cents postage Order by No. A-533 Price Only.....

**\$1.49**

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KEEPS YOU SMELLING  
SWEET WHEN YOUR  
LOVER IS NEAR....

## VERY STRONG 100% PERFUME OIL

Here's a new way to use Perfume. These **Famous PERFUME OILS** are 8 to 16 times as **STRONG** as ordinary perfume because they are real **PERFUME OIL**. They are **Full Strength**, Concentrated and have never been weakened or diluted with alcohol. That's why just a very tiny drop is all you need. These **OILS** are **STRONGER, Sweeter and Longer Lasting** than any ordinary perfume. Keep yourself smelling Sweet and Lovely. Order these **Perfume Oils** on **COUPON** Below. Men and women both can use them. Order your **OILS** Now.

## CHOOSE YOUR FAVORITE PERFUME OIL

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| JICKEY . . . . .1 dram 60c       | VIOLET . . . . .1 dram 60c |
| NARCISSUS . . .1 dram 60c        | TRUE LOVE . . .1 dram 60c  |
| LAVENDER . . .1 dram 60c         | KISS ME AGAIN .1 dram 60c  |
| WHITE ROSE . .1 dram 60c         | HONEY SUCKLE 1 dram 60c    |
| LILAC . . . . .1 dram 60c        | LUCKY SEVEN .1 dram 60c    |
| LILY of the VALLEY . .1 dram 60c | SWEET PEA . . .1 dram 60c  |
| ORANGE BLOSSOM .1 dram 60c       | JASMIN . . . . .1 dram 60c |

PERFUME  
adds to your  
ATTRACTIVENESS



## MAIL YOUR ORDER ON THIS COUPON

Name _____	Address _____	Town _____	State _____
Write how many of each you want. Tear out <b>Coupon</b> and mail with money order, cash or stamps			
<input type="checkbox"/> Jickey Oil . . . . .60c	<input type="checkbox"/> Lily of the Valley . .60c	<input type="checkbox"/> Honeysuckle . . .60c	
<input type="checkbox"/> Narcissus Oil . . .60c	<input type="checkbox"/> Orange Blossom . . .60c	<input type="checkbox"/> Lucky Seven . . .60c	
<input type="checkbox"/> Lavender Oil . . .60c	<input type="checkbox"/> Violet Oil . . . . .60c	<input type="checkbox"/> Sweet Pea Oil . . .60c	
<input type="checkbox"/> White Rose Oil .60c	<input type="checkbox"/> True Love Oil . . .60c	<input type="checkbox"/> Jasmin Oil . . . .60c	
<input type="checkbox"/> Lilac Oil . . . . .60c	<input type="checkbox"/> Kiss Me Again . . .60c	<input type="checkbox"/> Carnation Oil . .60c	

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# LUCKY MO-JO GOOD LUCK PERFUME



## HE LOVES HER

Thrilling, enchanting, captivating Oriental fragrance wins many friends for users of this remarkable perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Many customers write us that they have been very pleased and satisfied. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears. We believe you will be thrilled with its sweet fragrance.



Order by No. A-203 **60c**  
Price Only . . . . .  
3 Bottles Only \$1.20



## Sweet Perfume Attracts His Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Many claim that they have been **Lucky in Love** through the use of certain perfumes. However, we make no claims to this effect or that this perfume is **LUCKY** but sell only as a high-grade perfume possessing a delightful, Oriental type, long lasting fragrance.

# GOOD LUCK SACHET LOVELY POWDER



## Attract Attention by Smelling Sweet

Rub Sachet Love-ly Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

USED BY MANY TO  
WIN IN LOVE

Keeps  
You  
Sweet



Order by No. A-204 **60c**  
Price Only . . . . .  
3 Jars for Only \$1.20



## HOW TO USE

Place a little in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them **Good Luck** we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

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# 6<sup>TH</sup> and 7<sup>TH</sup> BOOKS of MOSES



CONTAINS EXACT COPIES of over 115 SEALS, SIGNS, EMBLEMS, etc., used by Moses, Aarons, Israelites, Egyptians, etc., in their Magical and other Arts, Moses, the Great Law Giver of Israel, acquired, as he resided at the Court of Pharaoh, many Egyptian Arts and Secrets in his constant intercourse with learned men. The 6th and 7th Books of Moses are pronounced by many people the most wonderful works ever published. It is even said that Millions never undertaken any important steps in life relative to finance, exchange, health, and the general welfare of man, without seeking from its page ADVICE and GUIDANCE. Of course, we take no responsibility for the statements made in this book but only give the author's version.

COPIES OF 125 SEALS ARE SHOWN  
Fig. 1. The Seal of the Great Breast Plate of Moses.  
Fig. 2. Special Seal of Treasure.  
Fig. 3. Seal of Long Life and Fortune.  
Fig. 4. Love, Respect, and Affection.  
Fig. 5. Seal of Long, Life Treasure, and Health.  
Fig. 6. Seal of Power.  
Fig. 7. Seal of Dreams and Wisdom.  
Fig. 8. Seal of Earth's Treasure.  
And many more SEALS which we do not have room to mention here. The four great divisions of the Spirits of the Air, Fire, Water, and Earth, are given with their uses, and full explanatory tables. Volume 2 of this wonderful book contains illustrations such as The Great Plate of Moses, the Burning Bush, and many others. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

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# SEALS

AS CONTAINED IN THE 6<sup>TH</sup> and 7<sup>TH</sup> BOOKS of MOSES

REPRODUCED ON GENUINE VIRGIN PARCHMENT in BLOOD RED INK



THE most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasure.  
Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SPECIAL SEAL OF TREASURE  
THE HIGHEST SEAL OF GOOD FORTUNE  
THE SEAL OF LOVE  
THE SEAL OF LONG LIFE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.  
Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER  
Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS  
Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE  
Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF  
Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE  
Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL OF ALL TREASURES  
Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

SEAL OF GOOD LUCK, PLAY and GAMES  
Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE  
Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS  
Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH  
Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

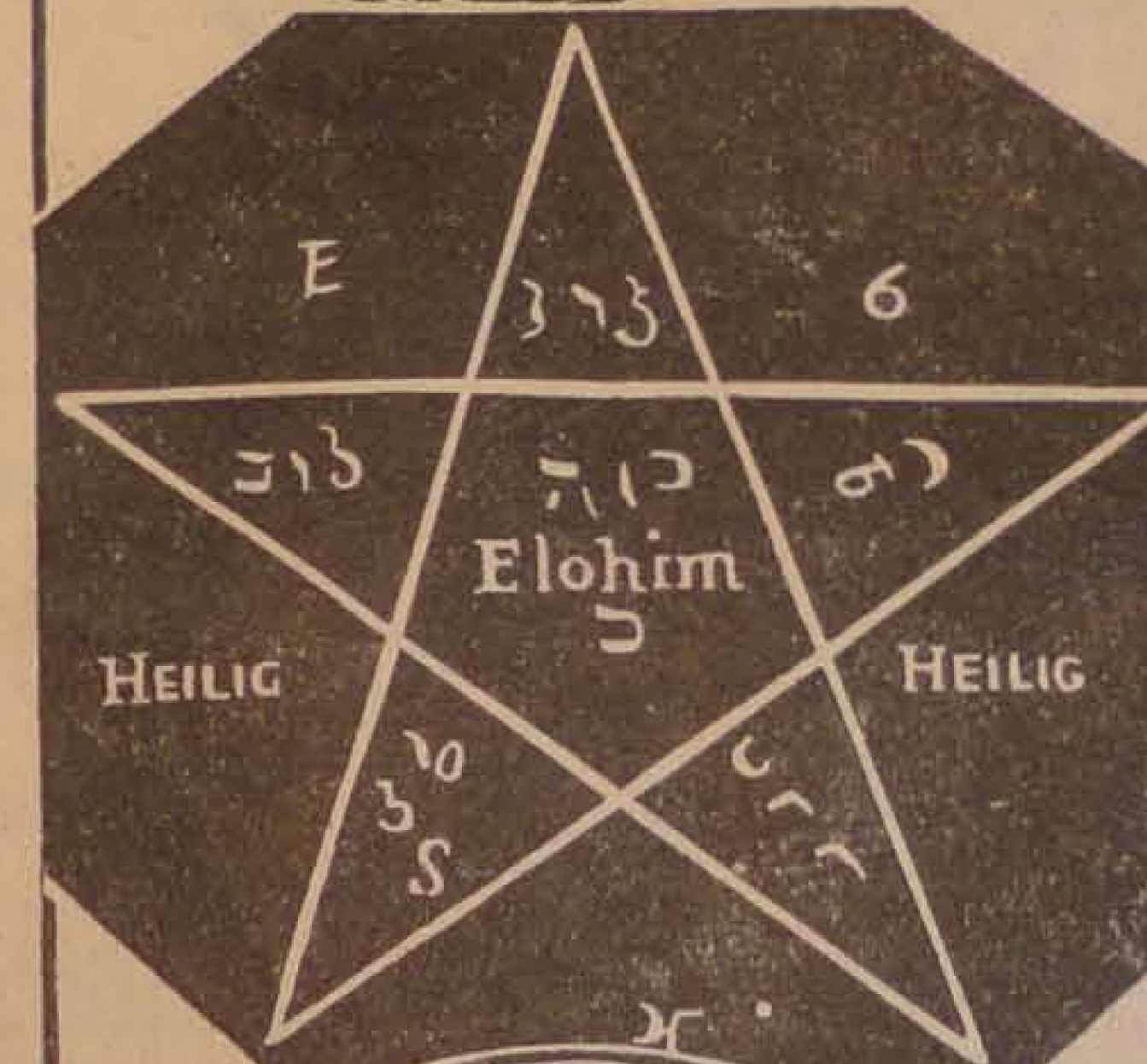
THE SEAL OF WEALTH  
Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK  
Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS  
Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION  
Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMHAMFORAS  
Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried.



We have given above statements that the Author has translated from the old writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate. Neither do we claim that these Seals will be of any value to you for bringing about the fulfillment of your desires, and sell only as beautiful reproductions of these Seal on Genuine Imported Virgin Parchment.

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# GENUINE FRANK-INCENSE COMPOUND



**GET  
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COST**

**PRAYER  
WITH EACH  
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INCENSE has been burned as far back as Biblical days, as an offering to God. Ancient documents mention the use of **FRANK-INCENSE**. You can even read in the Bible in Exodus XXX-1: "Thou Should make an altar to burn Incense on." Incense has been burned in many forms of Worship. History tells us Incense has been used as a Sacrifice to the Deity; as a Demolition to Drive Away Evil Spirits. Incense has been burned by many people because they have believed that it would bring **GOOD LUCK** and enable them to gain their Desires. We make no claims to this effect and sell this Incense only as a specially prepared **FRANK-INCENSE Compound** which we believe to contain the same **FRANK-INCENSE** as used in Biblical times.

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Price Only

**50c**

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LUCKY DREAM  
BRAND  
INCENSE**



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Specially prepared **GOLDEN BROWN COMPOUND POWDER**, the form, which has been said, has been mostly used for ages by the **Orientalists for Ceremonies and Invocations**. It has been said that to the Hindu the burning of Incense seems to lift him into a Soul Vision inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that Incense was burned by Ancient People and even in the present time for the purpose of bringing Good Luck in Money Matters, Love Affairs, Games of Chance and to Drive Away Evil Influences. We make no claims to this effect for **SPIRITUAL RITES INCENSE** and sell only as a fine **GOLDEN BROWN Highly Perfumed Incense Powder**. Order NOW.

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Each **25c**  
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OF ANY EXTRA COST  
IN EACH BOX

**JINK-O  
BRAND  
INCENSE**



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OR  
**LONG LOST FRIEND**

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**GOOD LUCK**

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**EXTRA** Red Flannel Bag  
ALL FOR  
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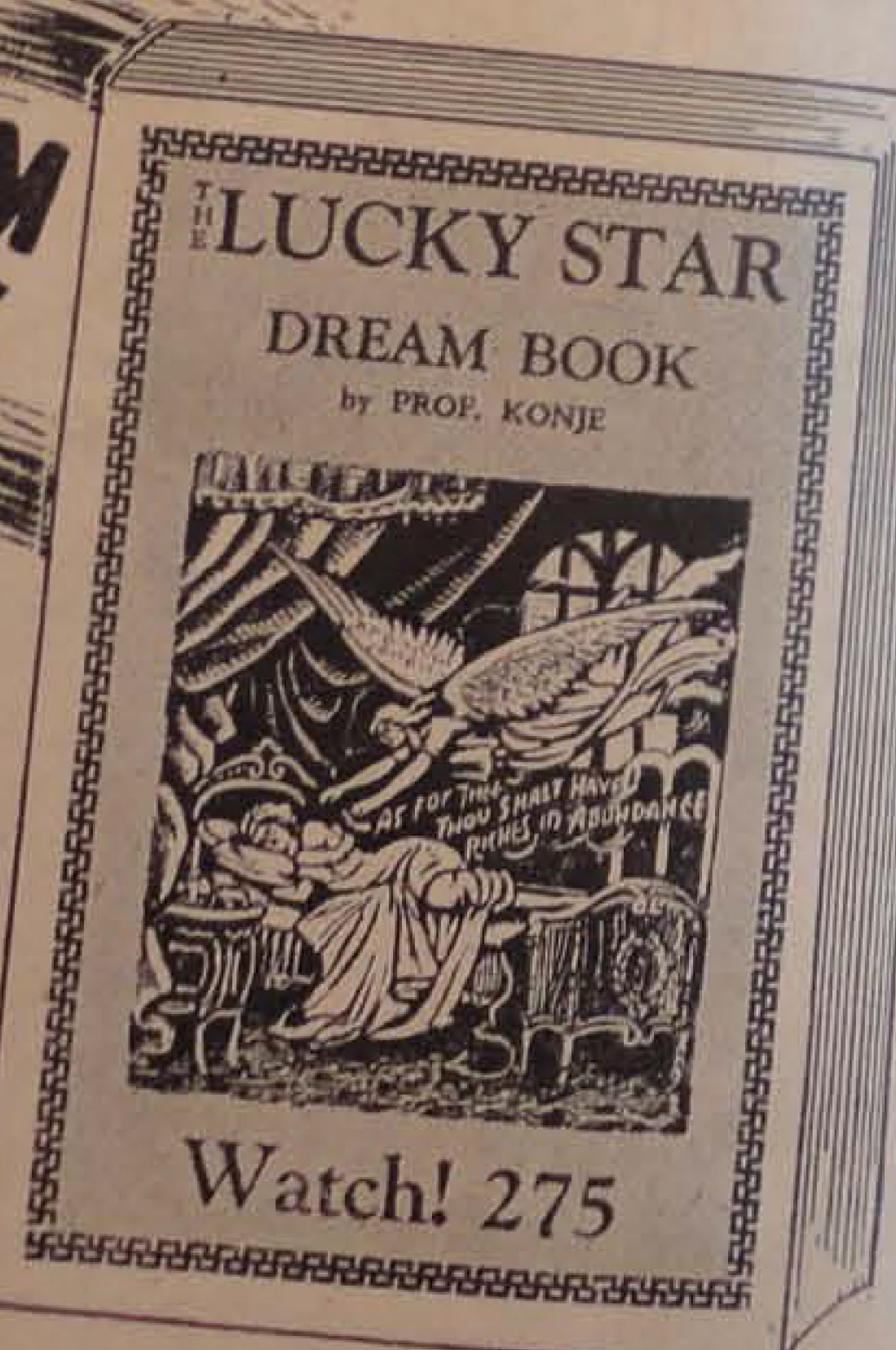
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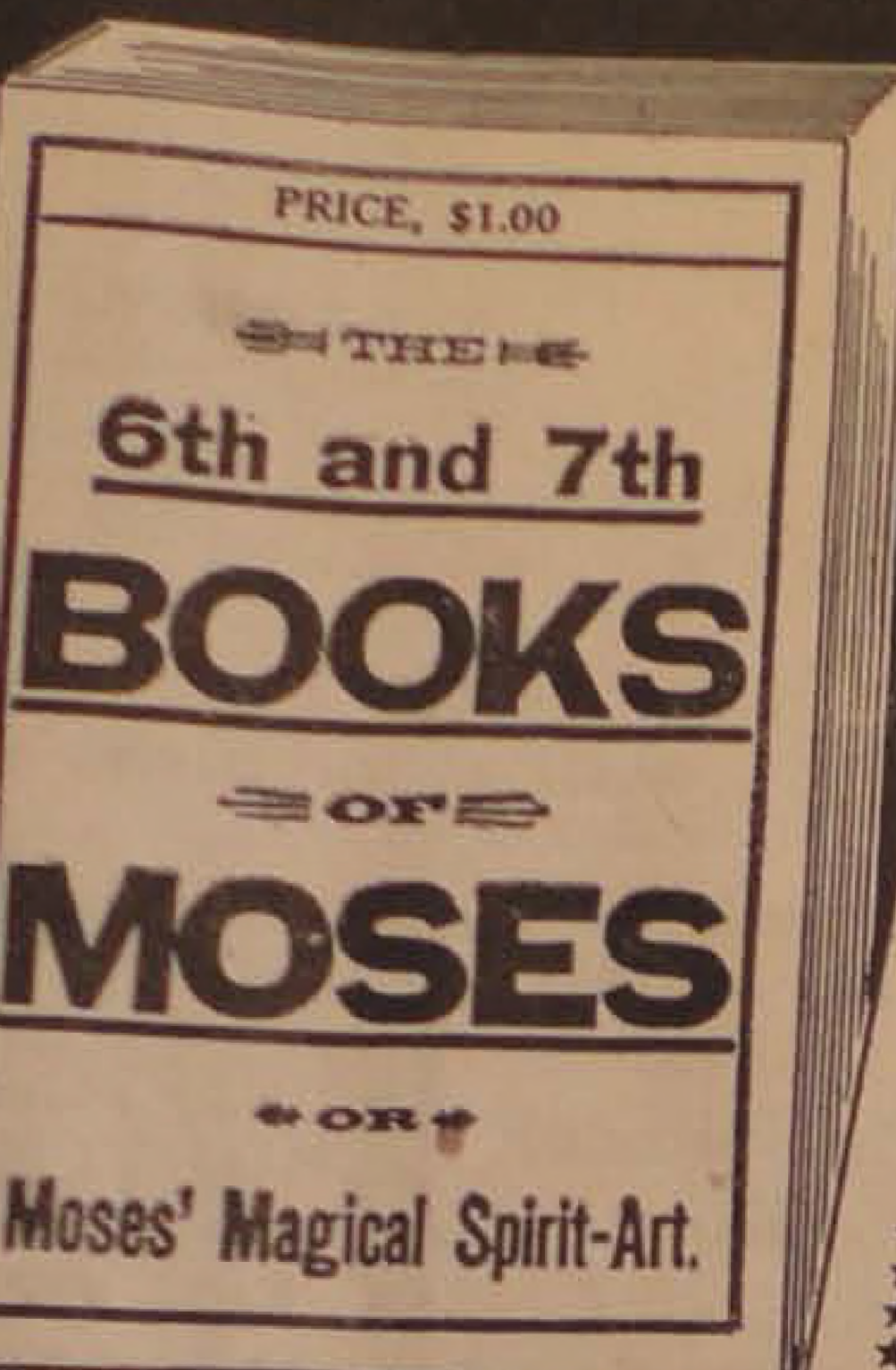






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Fig. 1. The Seal of the Great Breast Plate of Moses.  
Fig. 2. Special Seal of Treasure.  
Fig. 3. Seal of Long Life and Fortune.  
Fig. 4. Love, Respect, and Affection.  
Fig. 5. Seal of Long, Life Treasure, and Health.  
Fig. 6. Seal of Power.  
Fig. 7. Seal of Dreams and Wisdom.  
Fig. 8. Seal of Earth's Treasure.  
And many more SEALS which we do not have room to mention here. Volume 2 of this wonderful book contains illustrations such as The Great Breast Plate of Moses. The Great General Seal of Citation, Spirit of the Burning Bush, and many others. We assume no responsibility for claims or statements made in this Book. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

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Every school child knows the story of the birth of Jesus, of the Magi, of the Flight into Egypt; of the Massacre of the Innocents, of the boyhood of Jesus until He was twelve. YOU know that but do you know that the He disappeared mysteriously and suddenly and that for 18 years He remained in absolute seclusion and obscurity and that when He reappeared at the age of 30, He startled the multitudes, amazed the learned Scribes and astounded the Pharisees by His wonderful Occult and Spiritual Powers AT ONCE HE WAS RECOGNIZED AS THE MASTER!

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What happened in those 18 years? Where did Jesus go? Whence came His amazing Powers which He displayed? Did He, like Moses, receive "The Word" direct from God? Did His Father in Heaven tell Him to go forth and seek the True Word from the lips of men themselves? men who were masters in their own right—able to perceive God's work in all of Nature? Was Jesus spirited away to a secret place where He was educated in preparation for His Life's Work, did He study under Ancient Masters to receive special training for His life among men?

Now—in an amazing new book, "The Eighteen Absent Years of Jesus Christ," the author attempts to trace the footsteps of the Master thru those missing years. He presents many little known facts; he gives a logical series of theories as to WHY He disappeared; WHERE He went, HOW He became what He was put on earth to become.

## Why You Must Have This Thrilling Knowledge?

It has been recorded that man is created in God's own image. There are many who interpret this to mean that IN EACH OF US ARE GOD-LIKE QUALITIES which will enable us to render miracles, create for ourselves a whole new world, to attain wisdom, riches and happiness—WHICH IS MAN'S BIRTHRIGHT. It is claimed that THE POWER and THE GLORY is within our grasp if we can awaken our SPIRITUAL Consciousness and SOUL POWER!

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Here is a book that will be an inspiration—a glorious experience—an awakening! It will rouse the sleeping giant that is you! Don't put off getting this amazing book another day!

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City \_\_\_\_\_  
State \_\_\_\_\_

When cash is sent with order WE prepay postage and include FREE of extra beautiful miniature on genuine parchment paper of Jesus at the age of twelve

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CHICAGO 16, ILL., U.S.**



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# SLICK BLACK

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**COLORS GRAY HAIR  
BLACK IN 2 MINUTES**

TEMPORARILY  
**STRAIGHTENS  
DRESSES and IMPARTS  
BLACK COLOR TO THE HAIR**



FOR  
MEN  
AND  
WOMEN

**LOOK 10 TO 20 YEARS YOUNGER**

Don't waste any longer about GRAY HAIR that makes you look old or lose out in love, romance or a good job. All you have to do is order a box of SLICK-BLACK. It is a NEW, most amazing DISCOVERY that makes your hair STRAIGHTER looking and imparts a JET BLACK COLOR to your HAIR at the same time. Take away your appearance. At Sixty, Look Forty. At Forty, Look Twenty. Just follow the directions on the box and impart JET BLACK color to Gray Hair so that you will look years younger.

Don't be without SLICK-BLACK another minute. Remember, this amazing preparation WORKS DOUBLE. Gives you STRAIGHTER looking Hair at the same time it imparts a JET BLACK Color to your Hair. Helps you to LOOK 10 to 20 YEARS YOUNGER. No mess; no fuss; no bother; change from bottle hair-dye to SLICK-BLACK. Buy a box today. Don't accept any substitute. Invest in the original SLICK-BLACK! STRAIGHTENS HAIR temporarily and imparts BLACK COLOR to HAIR. Mail 55c for your SLICK-BLACK or send \$1.10 for TWO boxes. Send cash, stamps or post office money order. We do not send one but C.O.D. Get SLICK BLACK today!

Order by No. V-51 Price Only . . . **60c**  
2 Boxes \$1.10



USE THIS CAP WITH  
SLICK BLACK

ONLY  
**50c**

## SLICK BLACK HAIR PRESSING CAP

**FITS HEAD LIKE A GLOVE  
PRESSES HAIR IN PLACE**

The SECRET is out! Here's the way to keep your Hair STRAIGHTER looking. Just apply SLICK-BLACK—Brush and Comb your Hair in place and put on this wonderful SLICK BLACK HAIR PRESSING CAP. Get the quick results you want. Throw away your old stocking cap and get this smart looking Pressing Cap.

### TRAIN YOUR HAIR

Have Your Hair Look STRAIGHTER—Just before going to bed Comb your Hair in place and slip on this Hair Pressing Cap. While asleep your hair stays smooth and in place. Your pillow will not get soiled when you use this Pressing Cap. MEN and WOMEN both should use it. Order today. Directions furnished.

Order by No. V-100 Price only . . . **50c**



AFTER  
USING  
PRESSING CAP

## SLICK BLACK GREY HAIR TREATMENT

**CAP BOTH for  
AND \$1.10  
SLICK BLACK**

Order this combination. Keep your Hair looking Black, Slick and Straighter looking.  
1 Can SLICK BLACK . . . \$ .55  
1 SLICK BLACK Pressing Cap . . . .50  
Order by No. V91A . . . . \$1.10

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# HAIR GLORY

FOR MEN  
AND WOMEN

LOOK  
AT THAT  
HAIR

Here it is Ladies and Gentlemen! MADAM JONES Hair Glory—Just the thing that you may have been waiting for—perhaps even praying for! If you crave Silky, Beautiful Hair—and who does not?—lose no time in keeping your Hair in time in Good Condition. Madam Jones Hair GLORY helps to Soften, Smooth, Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new life and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy and proud by sporting a beautiful head of well kept hair.

## FREE - SPECIAL TREATING OIL

With every Package of Madam Jones Hair Glory you get a Free Supply of Special Treating Oil. This is a New Discovery of ours which goes right down to the scalp, giving new life and gloss to the Hair. Here is your big opportunity! Are you going to pass it up and continue to suffer with Bad Hair or are you going to get this Fine Hair Treatment? It is up to you! All you have to do is to order a box of Madam Jones Hair Glory for only \$1.00. Guaranteed to satisfy in seven days or money back. You cannot lose so RUSH your order in today. SPECIAL TREATING OIL—FREE.

No. V-173 **1.20**  
Only . . . . 3 for \$2.40

# MADAM JONES FACE TREATMENT



**ENJOY LIGHT LOOKING SKIN**  
Help your Skin to New Beauty. Madam Jones Bleach Ointment works almost like Magic to Brighten Dark, Muddy, Freckled Skin into Light, Soft, Clear Beauty. Many Men just love to see a woman with Beautiful Clear Light Skin. Why not help yourself to New Happiness with a Pretty Looking Complexion? Apply Madam Jones' Bleach Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. You cannot lose! Special inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleach Ointment.

No. V-174—Both Only **60c**  
Three for Only \$1.75

# MADAM JONES SPECIAL OFFER SAVE \$1.25

2 Madame Jones Hair Glory . \$2.40  
1 Madame Jones Bleach Cream .60  
4-oz. Bottle Madame Jones  
Treating Oil . . . . . \$1.20  
Total Value . . . . . \$4.20  
You Pay . . . . . \$2.25  
Free of Extra Charge 1 bar White  
Wonder Soap.

Order No. C-148 **\$2.95**  
Price Including Tax

WE PAY POSTAGE Send full amount of money with order. Save postage charges. Send money for whole amount of your order and company will pay the postage. Send Cash, Stamps or Money Order.  
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# HAIR GLOWER

**DON'T BE JINXED**  
with Bad Looking Hair that holds you back because it spoils your looks. Help your hair to New Beauty with Sweet Georgia Brown Hair Glower. Dull, crimped Hair looks shorter. Use Hair Glower, it helps make Hair look Straighter, Longer, and Glossier by Smoothing it out and fixing it in place. Full directions on jar. Order yours now. Be thrilled with the new Hair Beautifying effect Hair Glower gives your hair.

ORDER BY No. V-72

Price  
Only **60¢**  
with Tax



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SELL SWEET GEORGIA BROWN FACE and HAIR GOODS

**MAKE BIG MONEY**

Mail Coupon and 3¢ Stamp For  
**FREE SAMPLES**  
and **FREE CATALOG**



Dear Friend:—Let this be your **LUCKY DAY** by mailing the **COUPON** right away. Let us show you how you can be a money-making Valmor Agent. We need men or women everywhere to be Agents for **SWEET GEORGIA BROWN** Hair Dressing Pomade, Skin Brightener, Bleach Cream, Face Powder, Incense, Jewelry, Perfume, 300 products. Work spare or full time and make up to \$40.00 a week or up to \$6.00 in a single day. Just send **COUPON** and 3¢ stamp to cover postage for **FREE SAMPLES** of Hair Dressing, Face Powder; **FREE BIG CATALOG** filled with pretty pictures and **FREE SAMPLE CASE** Offer to Agents. Hurry! Fill out and mail **COUPON** today!

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AND MAIL  
COUPON  
NOW!**

**VALMOR PRODUCTS CO.** Dept. Y-3  
2451 S. MICHIGAN AVE., Dept. S, Chicago, Ill.  
I want to be a Valmor money-making Agent. Please send me **FREE SAMPLES** of **SWEET GEORGIA BROWN** Hair Dressing Pomade and Face Powder, **BIG FREE CATALOG** and **FREE SAMPLE CASE** Offer so I can start quick as your Agent and make **Big Money** right away. Enclosed find 3¢ stamp to cover postage.

Name \_\_\_\_\_

Address \_\_\_\_\_ Box \_\_\_\_\_ R.F.D. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**FREE!** WITH  
THIS  
**COUPON**

SEND ALL  
ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE.  
CHICAGO 16, ILL., U.S.A.

**ROLLED  
GOLD PLATE  
WIRES**



**ORANGE  
BLOSSOM  
EARRINGS**  
PRICE \$2.40

**FOR PIERCED EARS—**  
Rolled Gold Plate Ear Wires

Beautiful Orange Blossom design. Wedding ring Hoop style earrings. Attract attention and admiring glances when these Earrings dangle from your ears. Order yourself a pair while our supply lasts.

No. J407. Price with tax.....\$2.40

**SKULL & BONE  
KEY RING  
CURIO**



New and Novel Key Ring consists of a mysterious mystic **SKULL** on Key Ring. Order yourself one of these Novel Curio Key Rings. Carry it in your pocket or purse. Amaze your friends and attract their attention when you flash this **SKULL** Key Ring Curio. Very realistic looking.

No. J409. Price.....35¢

**Alleged  
LUCKY  
HAND  
CURIO PIN**



The hand has been considered as a Tailor-man or charm to **Drive Away Evil**. We do not claim that this pin is **LUCKY** or will drive away Evil, but sell only as a curio. It is bright silver color metal with 2 fingers extended in the sign of **Victory**. Wear on dress or coat lapel, or carry in pocket or purse.

No. J401. Price.....55¢

**New Jewelry**

**WHILE THEY LAST**

Buy this **JEWELRY** Now. Help yourself to look **More Attractive**. We can only sell you these goods while our supply lasts. **Order Yours NOW—Real Quick.**



**LOVIN' HEARTS  
PLATED  
EARRINGS**  
ONLY  
**\$3.30**  
PER PAIR

**LOVIN' HEARTS EARRINGS**  
Here is a beautiful pair of Earrings in the shape of a **HEART**. Beautiful engraved effect. **Bright, shiny gold color metal**. Wear these Earrings when you go out on dates or to parties. Look real Attractive when you go out with your friend, sweetheart, or husband. We can sell these earrings only while our supply lasts. Order yours now.

No. J408. Price with tax.....\$3.30

**RELIGIOUS CRUCIFIX  
NECKLACE**



**PRICE  
\$1.25**

**SACRED HEART  
OF JESUS RING**



**Bright shiny Gold color metal**. Raised religious figure holding Cross in center of ring. Shank is beautifully designed. Ring looks real attractive. **Order yours now.**

No. J410. Price.....\$1.10

**Alleged  
LUCKY  
CAT  
PIN  
ONLY \$1.10**



In Ancient Egypt **CATS** were believed to be **SACRED** Animals. It also has been believed that cats especially a **BLACK** one coming to the house was a sign of **GOOD LUCK**. Many of our customers like to wear this alleged **Lucky Cat Pin**. We make no claims that this pin is **Lucky** or Sacred and sell only as a very pretty piece of jewelry. **Bright, Silver color metal**. Beautiful design, attractive looking pin. Order yours Now.

No. J412. Price with tax.....\$1.10

**CROSS AND CHAIN**

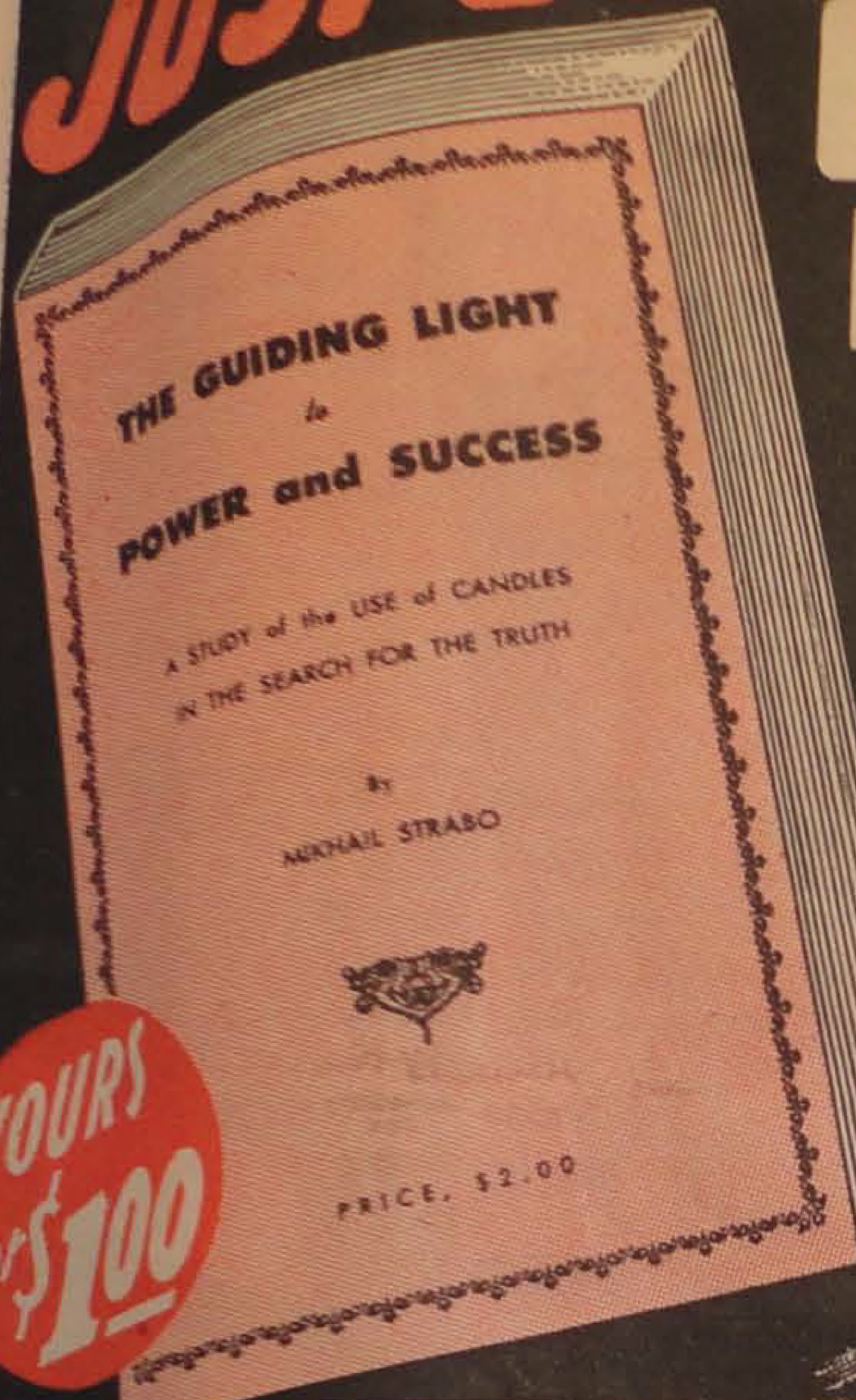
**Very elegant cross**. Bright shiny **Yellow Gold color metal**. Beautiful engraved effect. Truly a beautiful piece of jewelry. **Order this Cross and Chain** for yourself and wear around the neck.

No. J411. Price with tax...\$1.25

**SAVE MONEY** Send a money order, cash or stamps for the whole amount of your order and the Company will pay postage.  
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# JUST OUT! NEW CANDLE BOOK



## The GUIDING LIGHT to POWER and SUCCESS

THINGS YOU  
WANT TO  
KNOW ABOUT  
CANDLE  
BURNING



### What This Book Tells You

#### A Partial List of the Contents

From the flame, to the CANDLE, to our God. Candle colors and what they represent. The Sacred Octave, a tryst with the Lord. Preparation for the Sacred Octave. How to celebrate the following Sacred Octaves.

• For Success in Money Matters • For High Power • For Winning the Love of Another • For Success • For Attracting Others • For Spiritual Assistance • For Health • For Purity • For Happiness • For Safety From Danger • For Good Fortune • An Octave for Blackness • Black Candles for the Dead.

Things you want to know about Candle Devotions. The use of seals and talismans with burning candles.

• One Candle Devotions • Seven Day Rituals • Holy Novenas • Special Holy Candles • Sundry Candle Beliefs • How It All Started.

Astrological and Zodiacal Candles of your Birth-sign. Fortune telling by means of candles. Plus much more valuable and interesting information.

The Author states that this Book is a STUDY of the USE of CANDLES in Search for the TRUTH. Here is a Book that should be read by Mediums, Occult, Teachers, Students, Preachers and Spiritualists. Filled with the Things you may have always wanted to know about. Now it may be yours.

**READ ABOUT** the Strange and Exotic Customs, Myths, Legends and habits associated with CANDLES and their use. **READ ABOUT** how some people use Candles for business and work and believe that this will help them find work.

**READ ABOUT** How Purple Candles are supposed to give you Power. How Gold Candles are supposed to bring Money. How Black Candles are supposed to be used for destroying Enemies. **READ ABOUT** The Seal of Treasure, The Seal of Good Fortune, The Seal of Love, and the Use of Seals and Talismans with Candle Burning.

If you want to know what the Author says about these matters, **READ THIS BOOK NOW.** We assume no responsibility for claims or statements made by the Author. When you buy this Book called the "GUIDING LIGHT OF POWER AND SUCCESS" you will find out yourself what Michael Strabo, the Author, tells you about CANDLES and the reason why certain CANDLES have been burned by many people of different faiths. This Book is a big seller. Order yours now.

Order by No. B-721  
Price Only ..... **\$1.00**



Artist's Conception of person using VAN VAN OIL

A HIGHLY PERFUMED OIL  
**VERY STRONG**

THOUSANDS OF BOTTLES SOLD

Conjure Men, Spiritualists and so-called Voodoos, it is said, have had great faith in a so-called VAN VAN OIL. One book states that Essence of VAN VAN is the most popular Conjure drug in Louisiana. Many folks believe in the teachings of these alleged Savants. They believe that the sprinkling of certain kinds of oil around their Home or Anointing their Body with the Oil would bring LUCK or drive away Evil. It seems that the so-called Conjure Doctors have advised different people to use such an Oil in different manners, such as Sprinkling the Oil on a door step, putting the Oil on the clothes, handkerchief or Rubbing on the Body. We sell this highly perfumed Oil but make no claims that it will Bring Luck or Drive Away Evil or that it has any value for so-called Conjure purposes. We sell only a compound made up of certain oils in solution. We list this under the brand name VAN VAN OIL and sell to our customers as a very strong perfume and curio. Thousands of bottles are sold. Send 55c for your Bottle Today. It smells good in the bottle and good when you use it.

Order by No. A-202A.  
Price including Only ... **55c**  
Tax

## VAN-VAN Incense POWDERS

Incense is sometimes burned by some people while engaging in

**SPIRITUAL RITES** and SINGING OF PSALMS

ARTIST'S CONCEPTION OF INCENSE BURNING DURING SINGING PSALMS

You will certainly want to have a box of VAN VAN Incense Powders on hand in your home. Many people burn incense with the Recital of Psalms. They feel that when they pray and meditate in its sweet fragrance, their Prayers are Answered Better. However we make no claims to this effect. Some people believe that the burning of Incense DRIVES AWAY EVIL and invites LADY LUCK to smile upon them. We make no claims to this effect, but offer VAN VAN Incense Powders only as a highly perfumed Oriental type Incense. Order your VAN VAN Incense Powder Today!

Order by No. A-201A  
Price only ..... **50c**



**FREE**  
OF EXTRA COST  
**HI-JOHN the CONQUEROR ROOT**

**VAN-VAN COMBINATION OFFER**

Order this special bargain now. You receive 1 VAN VAN Incense, price 50c; 1 VAN VAN OIL, price 50c; 1 HI-JOHN the CONQUEROR ROOT, regular price 50c; given FREE of extra charge. The HI-John the Conqueror Root has been carried by some folks for a Luck Place. It has been used for the purpose of drawing Good Luck. We do not sell for this purpose and make no claims that this Root or any of these articles will produce LUCK. The HI-John the Conqueror Root is given you FREE of extra charge as a curio. Get the Incense, Oil and Root, all for the special price of only \$1.05.

Order by No. A-585. All for .. **\$1.05**

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# DOUBLESTONE WITH LODESTONE HIGH JOHN the CONQUEROR ROOT

We have prepared these **TWO MATCHED LODESTONES** and guarantee them **Alive Magnetically**. Each **LODESTONE** has been dipped in Lodestone Powder which attracts to the Lodestone. We also furnish you with a fine quality piece of **HIGH JOHN the Conqueror Root**.

**BOTH LODESTONES and ROOT** have been used by some people to **DRAW LUCK** but we make no claims that these articles will **Bring Luck** and sell only as **Curios**. If bought separately our price for **ALL** three would be \$1.50, but we now offer you this **SPECIAL OUTFIT of DOUBLE LODESTONE and HIGH JOHN the CONQUEROR ROOT** All for \$1.00. Order yours **NOW**.  
Order by No. A-578 . . . . . Only **\$1.00**

**ALL THREE  
FOR  
\$1.00**

## ARE YOU LONELY AND BLUE?

Then we suggest to you—read this Book entitled **HOW TO MAKE LOVE**. It tells about the Great Secret of Wooing and Winning . . . How to Begin Courting . . . How to get over Bashfulness . . . To Win a Girl's or Man's Consent and Hundreds of other things of importance to **Lovers**. We also offer you with this outfit, 1 Bottle of Alleged **Good Luck Perfume** and 1 Jar of Sachet **Lovely Powders**. The **Perfume and Powders** should help you smell sweet and more attractive when in the presence of your **Lover or Sweetheart**. We make no claims that the Book or Perfume or Sachet **Lovely Powders** will bring you Love and we assume no responsibility for claims made by the Author of **How To Make Love Book**. These 3 articles when bought separately would be \$1.50 but you can get **ALL** in this outfit now for \$1.10 including tax.

No. A-579 **ALL**  
**\$1.10**



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# LOVERS SECRETS



**ALL  
for Only  
\$1.05**



**How to Make  
LOVE  
The Mystery of Love  
Making Explained**

Most everyone wants **LOVE**. Are you missing a **Happy Life**? Can you hold the **Love** of your husband, wife, or friend? Can you captivate, fascinate, **WIN** and **HOLD** the one you **Love**? These two books tell you how to act—What to say—what to do—How to **Win** a girl's or man's consent—How to improve your beauty. A Bottle of alleged **GOOD LUCK Perfume** also included. We assume no responsibility for claims made by the authors of books but simply give their version. Order by name, "Lover's Secrets Outfit."

No. A-523 **\$1.05**  
Price for All Only  
3 Outfits \$2.70

## JOHN the CONQUEROR BRAND PERFUME

**SWEET LASTING  
FRAGRANCE—HIGH  
JOHN ROOT IN BOTTLE**

Certain Hoo-Doo Doctors have recommended the **HIGH JOHN the CONQUEROR ROOT** to conjure up **LUCK** in **MONEY MATTERS, LOVE, or** bring about that which was desired. We make no claims that the **JOHN the CONQUEROR ROOT** will do this. However, for those who wish it as a **Curio** we have placed this **ROOT** in a Bottle of **Perfume**, which we have given the name of **JOHN the CONQUEROR PERFUME** because of the **ROOT** in each bottle. Order a Bottle of this **JOHN the CONQUEROR Perfume**. Put a few drops on your clothes.

**BIG SELLER—ORDER A BOTTLE NOW**  
Let **HIGH JOHN the CONQUEROR PERFUME** be your **Secret Odor** to help you be more **Attractive** and **Draw the Attention** of Others.

Order by No. A-203C **\$1.10**  
Price Only . . . . .  
3 Bottles for Only \$2.20

**HER SWEET  
PERFUME  
ATTRACTS HIM**



**WE PAY POSTAGE** Send full amount of money with order. Save postage charges. Send money for whole amount of your order and company will pay the postage. Send Cash, Stamps or Money Order.  
Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**



# BIG HAND BRAND CURIO OUTFIT



V00-D00 and so called H00-D00

And CONJURE DOCTORS have made what they call **HANDS**. These are often sold for as high as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called **HANDS** often consisted of a **Red Flannel Bag** in which **Roots** and **Lodestones** were placed. This Outfit consists of a **BIG HAND Brand Curio Bag**, filled with **Lodestone**, **High John the Conqueror Root**, **Salep Root** that looks like a **HAND**, **Bottle of Van Van Brand Oil** and **Devil's Shoe Strings**. We make no claims that these articles are Lucky or of any value as Job Getters, or LUCK Bringers, or that they possess any supernatural or extraordinary **Power** and sell only as **Curios**. If you want these \$3.00 worth of **Curios** for only \$1.49, Order Now by **No. A-530A**.

Order by No. A-530A  
Price for All—Only

**\$1.49**

VALUED AT  
**\$3.00**  
You Pay Only  
**\$1.49**

**HOW TO ORDER** Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. On C.O.D. orders send at least \$5c deposit. Send Cash, Stamps or Money Order. Write your Name and Address Plainly.

# MADAM JONES HOT OIL Shampoo TREATMENT

REG. U.S.  
PAT. OFF.

Two of the most common faults that cause bad looking **HAIR** are dryness and breaking-off ends. The first thing to do to correct this condition is to apply **Madam Jones Hot Oil Treatments** to your **HAIR**. You will be positively surprised to see the big difference these treatments will make in the appearance of your **HAIR**. That's because **Madam Jones Hot Oil Treatment** attacks dirt, grime, dust and grease that lay like a pall on your scalp and prevent the natural oils to work properly.

## FOR MEN AND WOMEN

**Bad-looking, dry, brittle unruly Hair** may often be the cause of losing out in Love, Romance and Popularity. **SO TAKE A TIP!** Enjoy the thrill of **NEW HAIR BEAUTY** by giving your Hair **Madam Jones Hot Oil Treatments** regularly in the privacy of your own home and cut beauty shop and barber expense.

## SATISFACTION GUARANTEED

Don't put up with bad-looking Hair another minute. Order **Madam Jones Hot Oil Treatment** on the enclosed order blank. Try it for 7 days. Then if you are not absolutely delighted with the results, return unused portion and get your money back. Mail \$1.25 with **COUPON** or ask us to send **C.O.D.** and pay postman \$1.25 plus few cents postage. No. E-701.  
Price with tax. **\$1.25**



## Special ORDER COUPON

**KING NOVELTY COMPANY**  
2451 S. Michigan Ave.  
Chicago 16, Illinois

Dear Company:—I am enclosing \$1.25 for which please send me at once your **Madam Jones Hot Oil Treatment**.

☐ Check here if you wish order C.O.D.

Name .....  
Address ..... Box ..... R.F.D. ....  
Town ..... State .....

**SAVE MONEY** Send a money order, cash or stamps for the whole amount of your order and the Company will pay postage.  
Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**



# Enchanting ORIENTAL Style

## NECKLACE

Real Long & Pretty

WEAR SINGLE OR WEAR ALL 3



ONLY  
60c

BIG  
SELLER

LADIES AND  
GIRLS LOOK  
REAL PRETTY

Wear this Beautiful Bright colored Oriental Style Necklace. Attract attention wherever you go. This Necklace is made up of all the colors in the rainbow. You can wear **One Strand** or **Three Strands** just as you please. Look at the picture and see how pretty this Necklace looks. Do not wait too long before ordering as we may run out of stock and be unable to get more. **Hurry** send your order in Now. As soon as the package arrives you can put this beautiful necklace on and Attract Admiring glances wherever you go. Order one for 60c or all three for \$1.25. This price includes government tax. Order this bargain Now.

No. J-414. One necklace including tax..... 60c  
No. J-414A. Three necklaces including tax..... \$1.25

### Beautiful EARRINGS



60c  
A PAIR

### LOVER'S KNOT EARRINGS

These earrings are a **Lovely Gold** color. **Beautiful** design in pretty knot shape. That is the reason why we have called them **Lovers Knot Earrings**. Wear on your ears and attract your gentleman friend and sweetheart. If you are married your husband should say you look very pretty wearing these earrings. Do not wait long before ordering because our stock might be sold out. Order now.  
No. J-415. Price.... 60c

### Pretty EARRINGS



60c

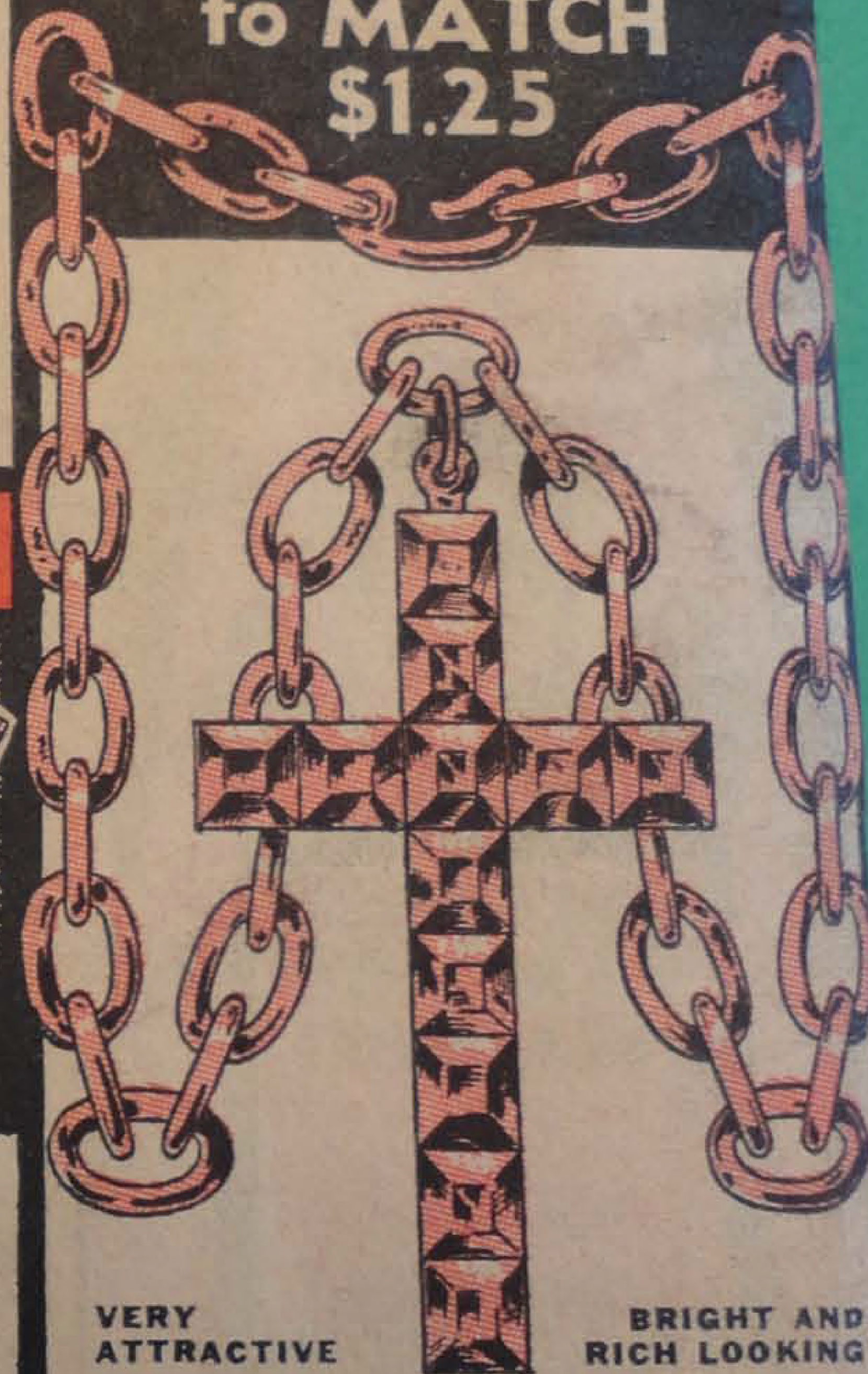
### LOVER'S HEART EARRINGS

**ATTRACT ATTENTION** and admiring glances wearing these **HEART** shaped **Bright Red** Colored Earrings. The **HEART** has been worn as a symbol of **LOVE** and affection. Wear these **Bright Red** Earrings on your ear and attract many admiring glances. Have people look at you and sigh how lovely. Order while our supply lasts.  
No. J-405. Price.... 60c



LARGE  
35  
INCHES  
LONG

## BRILLIANT LUCITE CROSS & CHAIN to MATCH \$1.25



VERY  
ATTRACTIVE

BRIGHT AND  
RICH LOOKING

The **Crucifix of Christ** and **Neck Chain** shown here is a very beautiful piece of jewelry made to wear around your neck. This **Crucifix** is said to be symbolic of **Peace**, **Spiritual Love**, **Virtue** and **Protection**. We make no claims to this effect, but sell as a very elegant Cross and chain. It just seems to **Glow and shine with beauty**. Even if you have another cross and chain buy this one as it is something different and lovely.

No. J-416. Price with tax.... \$1.25

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